

A Content Analysis of the Way the Same Product is Advertised to Men and Women

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Declaration

I hereby certify that this material, which I now submit for assessment on the programme of study leading to the award of the MA in Journalism & Media Communication is my own; based on my personal study and/or research, and that I have acknowledged all material and sources used in its preparation. I also certify that I have not copied in part or whole or otherwise plagiarised the work of anyone else, including other students.

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Abstract

The purpose of this work was to see if there was a difference in the way the same product was advertised to men and women. Literature suggested that no study like this had been undertaken, and there was a lot of support within the literature to suggest that the answer to this question might be yes. The researcher undertook a content analysis of magazines that come with weekend newspapers to see if she could answer the question she was proposing. Her research found two things. Firstly, it found that products aimed at women are more likely to be advertised in magazines aimed at men and women as well as in women's magazines. Secondly, it found that women appear more in advertisements aimed at both men and women than men do. The researcher draws these conclusions with some caution: her content analysis was small, coded by one person and due to time limitations not all of the advertisements were analysed under every heading. However, she must conclude that the answer to her question was yes, products for men and women are advertised differently but that this research has its limitations.

Table of Contents

Abstract.....	3
Acknowledgements.....	6
Introduction.....	7
Chapter 1: Literature Review.....	10
1.1: Portrayal of men and women in advertising in the media.....	10
1.2: Looking at specific products.....	12
1.3: Language used in advertisements.....	14
1.4: Sexuality, gender and diversity and how they are represented in advertising.....	16
1.5: Pricing and gendering of products.....	18
1.6: Coding schedule.....	20
1.7: Conclusion.....	22
Chapter 2: Methodology.....	24
2.1: Why magazines.....	24
2.2: Choosing the magazines.....	24
2.3: Creating the coding schedule.....	26
2.4: Qualitative versus quantitative research.....	30
2.5: Limitations and challenges faced.....	31
2.6: Conclusion.....	32
Chapter 3: Findings.....	33
3.1: Finding the relevant advertisements.....	33
3.2: Amount of advertising.....	34
3.3: Categorising the products advertised.....	34

3.4: People in the advertisements.....	35
3.5: Language differences in the advertisements.....	39
3.6: Colour in the advertisements.....	43
3.7: Correlation between cover story and the advertisements.....	45
3.8: What would we be done differently if the research was being repeated.....	46
3.9: Conclusion.....	47
Chapter 4: Analysis.....	48
4.1: Advertisement content.....	48
4.2: Language differences.....	51
4.3: Pricing differences.....	52
4.4: Differences in the products.....	54
4.5: Colour in the advertisements.....	55
4.6: Original research questions.....	56
Conclusion.....	58
References.....	62
Appendix 1: Modified activity categories from Kilbourne's coding categories.....	68
Appendix 2: Content Analysis Test.....	70
Appendix 3: <i>The Irish Times</i> Culture Magazine coding analysis.....	74
Appendix 4: <i>RTE Guide</i> coding analysis.....	76
Appendix 5: <i>The Sunday Times</i> Magazine coding analysis.....	79
Appendix 6: <i>The Sunday Times</i> Style Magazine coding analysis.....	96
Appendix 7: <i>The Guardian</i> Weekend coding analysis.....	104
Appendix 8: <i>The Times</i> Magazine coding analysis.....	115
Appendix 9: <i>The Irish Times</i> Magazine coding analysis.....	131

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Introduction

Ever since products have been sold, products have been advertised and with that comes the question of how to advertise: Which consumers do I target? Which consumers do I want to buy my product? The researcher is particularly interested in “who am I aiming my product at?” and she is interested to see if this is reflected in the advertisements of products.

The researcher knows that she often sees products that she feels are overly gendered. For example, last year pen company Bic came out with a pen specifically designed for women: it was described as having a comfort grip, “great floral design” and was “designed to fit comfortably in a woman’s hand”. The product is no longer for sale (Amazon, 2017), but it was by no means an outlier. There have also been female branded ear plugs, tea, beer, energy drinks and a tool set for sale (Chack, 2014). Men were not left out: they had their own male-specific tea, and Kinder eggs, ear plugs as well as fabric softener sheets (Chack, 2014; Tuttle, 2016).

Are these products indicative of how people really view women, or is it simply a marketing ploy to make more money? The gender pay gap currently stands at 14% in Ireland (Gartland, 2017) and the Central Statistics Office (CSO) has shown that in 2016, women accounted for 98% of the people looking after the home (CSO, 2017). While this is a fact, it could look unflattering for companies if they are seen to be aiming homecare products only at women.

We must also factor in research done by the New York City (NYC) Department of Consumer Affairs (2015) on the cost of being female. It showed that on average a woman pays an average of 7% more than for the same product for men, and that women’s products are more expensive 42% of the time, whereas for men products are more expensive 18% of the time. This study notes that this has a big financial impact on women because most of the time they cannot buy an alternative product.

The researcher is proposing a content analysis of magazines, looking to answer the question: “Is there a difference in the way the same product is advertised towards men and women?” We

have already seen that some products are overly gendered, that women earn less than men and yet still have to pay more for the same product, but the researcher wants to do a more in depth analysis of advertisements to see if there are any differences in the way that the same product is advertised to men and women.

The subject is interesting to the researcher because she believes that gender is a social construct. It seems to her that products being gendered isn't a new occurrence: Kirkham and Attfield (1996) write that gender and objects are "two of the fundamental components of our cultural framework which hold together our sense of social identity". They argue that any of the "traditions" and conventions relating to gender don't actually go back very far: the concept of pink is for girls and blue is for boys only came about in the 1930s. That concept is deeply ingrained in marketing of products for children nowadays. There is no law against men wearing skirts or dresses, except for societal norms that tell us we shouldn't. However, it used to be normal for young boys to wear dresses and grow their hair long until the ages of four to eight (Victoria and Albert Museum of Childhood, 2017). While gender and society are not the points of this research, it is nonetheless interesting to consider this research in the context of gender and society.

There were several aims and objectives for this research and they formed the basis of the research questions, which in turn informed the categories for content analysis. These were as follows:

1. Are there differences in the advertisements for the same products for men and women?
2. Are the products actually different?
3. Is there a price difference between the products?
4. Is there a difference in the language and imagery of the advertisements?

The researcher hopes that she will be able to answer all of these questions through a combination of content analysis of magazine advertisements and research in the literature review. She feels that this topic is important because she has not found any literature quite like it in her research of the topic that she undertook before embarking on this research journey.

She also feels it has some cultural importance because it is looking at how men and women are advertised to in a society that is slowly becoming aware of the inequalities between men and women, such as the gender pay gap, or how women can struggle to be taken seriously: doctors in England were recently told to “listen to women” when they come to their doctor complaining about pelvic pain (Boseley, 2017). It is hard to believe that advice to doctors is as simple as listen to your patient.

The researcher is hopeful that this content analysis and subsequent finding will be of use to others as well as potentially shedding light on how products are advertised. In Chapter 1, the researcher will look at the literature on and around the existing subject and may change her research questions according to what she finds in the literature. In Chapter 2, the researcher will explain in detail how she came up with the methodology that she used for the content analysis. In Chapter 3, she will look at the findings of the content analysis and in Chapter 4 she will talk about these findings in more detail and how her findings relate to her initial research questions. Finally, she will talk about what she learned from the content analysis, what she would do differently and what she would do again in her conclusion.

Chapter 1: Literature Review

In this chapter, we will examine existing literature on the subject of advertising, gender and how products are advertised differently. This is a crucial part of the research as it will give context and background for this research and it will also help guide and refine the research question being posed.

1.1 Portrayal of men and women in advertising in the media

One theme that emerged in the literature was the way women and men are portrayed differently in the media. This was seen in several studies. The first of these was a study done by Conley and Ramsey (2011) and used a framework set out in a series of video lectures by Jean Kilbourne to aid their research. The series, called “Killing Us Softly”, was in its third iteration when they began their research, and a fourth series was released after they concluded their study but before they published it.

Their research supports some of the claims that Kilbourne makes in her video series. The two main portrayals of women that they found were that women more often had flawless skin and they were more often in passive poses. Their research did not find advertisements that trivialised women’s desire for power, portraying the models as gold diggers or mocked eating disorders. They did not find advertisements with women displaying contempt for overweight models, although they did find advertisements that showed contempt for overweight male models. They found that men were portrayed as submissive more often than women were, which surprised them. Advertisements with women were much more likely to have images or print copy in them, implying that the women needed to take up less space than the men in the advertisements. Women were also dismembered more often than men in advertisements.

Conley and Ramsey noted that Kilbourne had released a fourth edition of “Killing Us Softly” since they had finished their research that repeated most of the main hypotheses of the previous edition. However, some of the coding categories were taken out of the video series, such as women being portrayed as gold diggers, mocking eating disorders and women being in defensive stances, which were categories they did not see.

Secondly, Tartaglia and Rollero (2015) made some interesting finds in their research on gender stereotyping in newspaper advertisements. They looked at advertisements in the top three papers (by circulation) in the Netherlands and Italy that were a quarter of a page or bigger and contained at least one adult. Their research found men were portrayed as professionals more often, and women were mainly portrayed in decorative roles. Women were more sexualised than men in the advertisements and this was observed as happening more often in the gender unequal country (Italy).

The authors chose the Netherlands and Italy to study the advertisements because previous cross-cultural studies have shown that when sex roles are more fluid in a culture, there is less of a gender difference in advertisers' portrayals. The Netherlands and Italy have been found to be some the most feminine and masculine countries in Europe, respectively.

Tartaglia and Rollero found that all of their hypotheses about gender differences were confirmed in their research, even though previous research had suggested that the newspapers from the Netherlands may not show this bias. Their hypotheses were more prevalent in the Italian papers than the ones from the Netherlands.

Although the following study could probably fall into the next category as well as this one, we will examine it here because of how it looks at women and alcohol advertisements instead of purely looking at alcohol advertisements on their own. Torronen and Rolando (2017) looked at how women are portrayed in alcohol related advertisements in Finland, Sweden and Italy. They found that as society in each country developed into late-modern societies, pleasures and responsibilities of women have also shifted from the domestic, private sphere to any new areas (Torronen and Rolando, 2017).

Torronen and Rolando found that although women's identities in alcohol advertisements had developed over time, they have not completely overcome old gender norms; they have simply become more nuanced. For example, many of the advertisements were found to address women as domestic consumers, in one of several categories. The first are as cleaners and launderers, the second are as cooks and hostesses, the third category calls women interior decorators and the fourth category classifies them as "caretakers of an intimate relationship" (Torronen and Rolando 2017).

Torronen and Rolando (2017) have also identified the “hedonistic” consumer, the “status oriented” consumer, the “hyper-sexual” consumer and the “partying” consumer within their research as the types of women the advertisers are trying to reach. The only thing that has really changed is which consumer is targeted: in the 1960s, it was predominantly the domestic consumer and in the 1970s the hedonistic consumer started to appear more. In the 1990s, women are not portrayed so dominantly in the domestic sphere and appear to move into a life outside the home: the woman has discovered the outside world. In the 2000s, the trend continued with the responsible consumer no longer retaining its dominant position in advertisements (Torronen and Rolando, 2017). To the researchers, it is clear that the alcohol advertisements reflected the changes that occurred in society in order for their product to appeal to the consumer, but that the representation of the consumer in the advertisements still appears narrow in several different ways (Torronen and Rolando, 2017).

1.2 Looking at specific products

A second theme that the researcher noticed in the literature she looked at is that some other researchers have looked at specific product advertisements in magazines, but not at how the same product is marketed to men and women. The first article the author found was by Lee *et al* (2006) and looked at how sunscreen products were advertised in a range of magazines over six years. The authors found that the majority of the advertisements were in women’s magazines, and that only 19% of the advertisements were sunscreen only products. The authors of the study found that most of the products were advertised as cosmetics or moisturisers with a sun protectant, and that none of the advertisements contained all of the necessary information to safely apply a sun protectant. The study also looked at the advertisements in magazines for high risk groups, such as people who spend a lot of time outdoors or families. Advertisements in these types of magazines were much fewer than those in women’s magazines despite the higher rate of sun exposure in these groups.

The second article in this vein looked at the portrayal of household labour in advertisements in the top 10 magazines in circulation in 2005. Robinson and Hunter (2008) used Hochschild’s typology to examine the advertisements’ portrayal of men and women in family settings and to see if they show traditional or more modern parenting ideologies. Robinson and Hunter found the advertisements are moving towards using ambiguous text and that there is a tendency to use children by themselves.

The move towards ambiguous text often meant the word “you” was used in the ad copy without it being clear who the “you” was. The use of the “ambiguous you” meant it could be used to sell products that more traditionally would have used gender-specific language. Food advertisements were a typical example of this phenomenon. Some advertisements did still use gender to sell the product. The presence of men and women was unbalanced in advertisements so they looked more at how they were portrayed when interacting with their children. When men were alone with their children, they were more likely to be doing leisure activities or meal activities. When women were alone with their children, they were more likely to be doing child care, body care or work and garden care. However, most of the time, it was only children in the advertisements.

Sandhu and Singh (2017) looked at “gender contamination” within advertisements for cars in India. They found that often, advertisements help consumers decide if a product is masculine or feminine and it helps them decide if the product is for them. Men and women have different attitudes towards “gender bending” of products perceived as being masculine or feminine. Women have more leniency towards “gender bending” because they are more likely to appropriate product meant for men for themselves. Men are less likely to react well to “gender bending” of the perceived masculinity of the products.

Sandhu and Singh (2017) looked at car advertisements because their research showed it is one of the few areas where women are not really being targeted by brands, perhaps because they thought they would alienate their male customers. There has been a slight change in advertising strategies over the last few years with car companies willing to have women in the advertisements eager to drive the cars and actually driving the cars. However, in all other respects the advertisements are aimed at men (Sandhu and Singh, 2017).

Sandhu and Singh’s (2017) research showed that there was a mixture of responses to the “gender bending” within the Datsun Go advertisements. Despite no question being asked on gender, 36% of the respondents used it as a reason to buy or not to buy the car, 27% said they would not buy the car because of gender, and 9% said they would buy the car because of gender. Sandhu and Singh (2017) argue that this shows progress in men’s willingness to accept the gender bending of products that are initially aimed at men: previous research showed men either abandon the product or seek to redefine it as masculine. The study also raises the question

of whether gender bending was more acceptable for Datsun because it is not perceived as a very masculine product and that it might not be as acceptable for the likes of Porsche or Toyota (brands the participants bought up).

Perhaps most interestingly of all, Boyd *et al* (2003) looked at cigarette advertising and how American cigarette companies managed to create and maintain a market for a women's cigarette. They looked in particular at Virginia Slims because of how they managed to capitalise on their consumers' values. The female market is a lucrative one, as seen in the 1920s and 1930s when Lucky Strike managed to capture the female consumer, leading to them becoming the biggest tobacco company in America. The advertising campaign that helped capture this market ran with the tagline "Reach for a Lucky instead of a sweet" (Boyd *et al*, 2003). The advertisement appealed to the values of the female consumers and this is why it was so successful.

Virginia Slims were introduced in 1968 and they were marketed towards women aged between 18 and 35. Their advertisements always played on the values of their target market, such as liberation, success and independence (Boyd *et al*, 2003). Boyd *et al*'s (2003) research shows that over the years, advertisements for women's cigarettes have been much more successful when they focused on things like glamour, independence and beauty. Advertisements focusing on "flowery femininity" were much less fruitful (Boyd *et al*, 2003).

Boyd *et al* (2003) found that the key factor for the success of Virginia Slims was linking their brand with the values of the women who smoked them. They created the idea that women who smoked Virginia Slims were young, thin, beautiful and confident. The advertisements also conveyed that these women were independent, were strong and had good health. It was also advertised as a "woman's thing", setting it apart from men's cigarettes. Boyd *et al* (2003) also interviewed women in the target market for Virginia Slims and they found that the messages got through: the women understood the message in the advertisements and they were not lost in translation. The research also proved useful for future anti-smoking campaigns: Boyd *et al* (2003) found that if they are able to link their anti-smoking message to the target audience's values, the anti-smoking advertisements will be much more successful.

1.3 Language used in advertisements

One of the areas the researcher wants to look at in her own content analysis is the language that is used within the advertisements and so this is an area of interest in the literature review. One of the pieces of research the researcher found was Koteyko's (2015) multi-dimensional analysis of the language used in advertisements. Koteyko used a model by Biber (1988, as cited in Koteyko, 2015, p. 259) to analyse the words. The first tool of the multi-dimensional approach is factor analysis. This is a statistical tool to reduce data that summarises the relationships between the variables. This requires the number of observations to be greater than the number of variables, and there are guidelines regarding sample size in terms of the number of observations.

Koteyko found six dimensions to help account for the linguistic differences among the advertisements. Different dimensions serve different purposes in communicating the information in the ad. The analysis showed that cosmetics' advertisements aimed at women have much more of a scientific style language, whereas cosmetic's advertisements for products aimed at men had a more "terse, disjunctive" style. Koteyko writes that the gender difference continues in the wider sample when all of the men's advertisements are put together, regardless of product, and compared with a similar group of advertisements for products aimed at women; Koteyko admits that the causative factors for this require further investigation.

Mullany (2004) looked specifically at the language used in email advertising. She found that 52% of the emails she studied were aimed at a male audience (83 emails out of 159), 40.3% were non-sex specific: they were mainly for financial products, which Mullany argues could be seen as male specific given that men are deemed to have more economic power in society. The third largest category was aimed at both men and women (4.4%) and the smallest category were those aimed only at women (3.1%, which was five advertisements). From this, Mullany draws a preliminary conclusion that the internet is seen as primarily a male space (Mullany, 2004).

Mullany (2004) studied the language in each of the emails. She had used a non-sex specific email address and username for the purposes of her research. When Mullany (2004) looked at the language within the emails, she focused specifically on emails aimed at men and women only. She found that many of them used the non-specific username as a form of address in the subject line. The advertisements aimed at men were all aimed at heterosexual men, and often contained links to heterosexual pornography within them. They often use "you" and "yours"

within the body of the email to make it more personal and evocative. There were also references to egos within the emails. These emails were clearly all aimed at men despite the fact that the username and the email itself were non-sex specific (Mullany, 2004). There were also references to being the “envy” of other men in the locker room, but this mention of non-heterosexual behaviour was quickly dismissed.

In the advertisements for women, the username was also used as a form of address. As the sample of emails aimed at women was so small, general assumptions cannot be drawn from the emails within this research. Most of the subject lines were statements of fact, except for one. Only one of them used the vocative “you”. Mullany (2004) says it is clear that the email advertisers assume that the recipients are heterosexual males. It is apparent from all of the emails that the woman is a passive participant: the advertisements aimed at women talk about how they can increase their femininity and all of the emails seem to assume that the recipients feel there is something wrong with their body that needs to be changed (Mullany, 2004).

1.4 Sexuality, gender and diversity and how they are represented in advertising

Something that has recurred throughout the researcher’s analysis of the literature is the portrayal of sexuality within the advertisements. The researcher feels this is important to look at separately to how women and men are portrayed within the media because it deals with issues of diversity and representation within the media.

Vanska (2005) looked at why there seem to be no lesbian advertisements within fashion advertising. She found that most of the fashion magazines are aimed at heterosexual females, and that the women in the advertisements are always “ideal”: tall, slender and with proportionate and pleasing features. Vanska found that “all visible forms of femininity are heterosexual until proven otherwise” (Vanska, 2005, p. 79) even when the actions within the advertisements would suggest otherwise. She says that the advertisements promoted the behaviour as sisterly friendship and eradicated any references to homosexuality. Vanska (2005) also felt that this could be a reference to capitalism’s desire to discover new ways of involving consumers and turning the self into a commodity.

In Vanska’s (2005) analysis of the advertisements, she found that very few of the women in the advertisements looked out at the viewer. This put the advertisements into the category of

female pinups for a male gaze. Vanska (2005) also concluded that what is seen in the advertisements was down to the viewer's personal experiences: straight people don't see the homosexual activities.

Gentry and Harrison (2010) looked at how gender representations in advertising could be a barrier towards male gender change. They found that there were strong differences in how men and women were shown in television advertising, depending on who the advertisements are aimed at. Gentry and Harrison (2010) looked at television advertisements for three different target audiences: men, women and children.

Gentry and Harrison (2010) found that of 1,392 advertisements aimed at men, only two showed men in a domestic role: 10% of these advertisements showed men in violent roles and only seven showed men having a connection with their family. Men were not shown in positive fathering roles and were never shown in domestic roles – the closest they came to this was doing DIY (Gentry and Harrison, 2010).

Portrayals of men generally fitted into one of two categories, either the stoically macho man or the horse's ass. The stoically macho man is the personification of masculinity. Family is important to him in that he provides for them, but he does not have more than a superficial connection with them. The horse's ass is the opposite of the stoically macho man. Whatever he turns his hand to usually fails and his family are practically apologetic about letting him do anything as they knew failure would be the outcome. Everybody knows the horse's ass is incompetent. He is also violent when presented with any kind of problem, no matter how big or small (Gentry and Harrison, 2010).

There was a smaller number of advertisements aimed at women, 200. Of these, 75 dealt with medical problems, so clearly the woman is seen as taking care of the health of the family. Food also came up frequently: 33 were for food at home and 22 promoted eating out. Only two showed violence, which was from a male. Interestingly, two told the viewer what to do if there is violence at home. A further two advertisements showed men as nurturing. Women were not shown in professional roles and fathers were shown very little (Gentry and Harrison, 2010).

Gentry and Harrison (2010) analysed 225 advertisements aimed at children. Seven of these showed fathers and three of these were eating at McDonald's. No "bad" father was featured in

the advertisements. Nine of the advertisements showed mothers: nine of these showed them in a nurturing role but not with a male child. Fifty-six advertisement had action in them, only five featured only girls and 16 showed both girls and boys in them. A further 32 advertisements had violence in them: two had only girls and two had boys and girls (Gentry and Harrison, 2010).

The analysis of the advertisements aimed at children showed that the nurturing stereotype for girls is going away but the violent stereotype for boys is still going strong. The children in the advertisements lived mostly in a child-centered world without parents and pretty much without fathers (Gentry and Harrison, 2010). It also showed that:

- Boys live in violent worlds.
- Boys play with girls but not in nurturing games.
- Boys don't play inside with other boys.
- Girls could do a range of different activities from camping to playing sports to dressing up and playing with dolls (Gentry and Harrison, 2010).

The overall results of Gentry and Harrison's (2010) study is that the non-traditional male role is seen much less and therefore is less accessible to change. Men are less likely to see the portrayals of men in non-traditional roles because they are not aired during programmes aimed at men. Gentry and Harrison (2010) feel that the messages in advertising exacerbate the confusion of gender roles in society. They feel that portraying men in more gender-neutral roles may help facilitate a shift in gender roles so that they become more equal.

1.5 Pricing and gendering of products

The reason the researcher chose this topic to study further was because she was particularly interested in how some products are gendered unnecessarily and priced differently. To this end, the author found a study done by the New York City Department of Consumer Affairs in 2015. This study looked at almost every gendered product that can be bought in NYC. The study compared nearly 800 products with clear male and female versions from over 90 brands sold at 24 stores in NYC (online and physical stores). The study estimated an average price for every product based on their analysis and then compared that to the price of the men's and women's versions.

The study found that women's products cost an average of 7% more than similar products for men. That also found that women's products were more expensive 42% of the time compared to 18% for men. This pattern was repeated over every industry they looked at, from toys to clothing to personal care products. The study notes that the financial impact of these differences are significant, especially when considering they are mostly unavoidable for women and that, on average, women still earn less than men. This study is very interesting to the author as it is a government agency, and not a university research team, looking at this topic. This signals to the author that perhaps the NYC Department of Consumer Affairs might do something about the inequality.

The researcher has also found several products available in Ireland that she feels illustrate the same point that was discovered in the New York City Department of Consumer Affairs (2015) study. One such product is Head and Shoulders anti-dandruff shampoo. The researcher found three different versions for sale on Boots Ireland website, boots.ie. The first version is the "classic" version, in a 500ml bottle costing €5.99 (Boots, 2018a). The "smooth and silky" version is also available in a 500ml bottle and is the same price (Boots, 2018b). However, the version marketed to men is sold in a 225ml bottle and costs €6.99 – quite a difference in price and size compared to the first two versions, of which the smooth and silky is definitely aimed at women. The supposed difference in the men's shampoo is that it has caffeine in it, to help strengthen hair and has "high performance boosters" (Boots, 2018c). The researcher isn't sure what all the ingredients in the shampoo do and ingredient lists for all of the shampoos aren't available, but she isn't sure the difference in ingredients would be worth the extra difference in price and size.

The other product the researcher looked at was disposable razors from Wilkinson Sword. The researcher looked at four different types of disposable razors, two aimed at women and two aimed at men. The researcher looked at disposable razors as these are more easily comparable than non-disposable razors. The first, Wilkinson Sword Xtreme 3 Disposable Razors, cost €6.99 and had eight in the packet. It is described as having a "pivoting head" to reach all areas (Boots, 2018d). The second razor the researcher looked at was the Wilkinson Sword Xtreme 3 Beauty Disposable Razors 4s. These are aimed at women, although they appear to be the exact same as the first razor only in a different colour and are described as being easy to use in the shower due to the easy-grip handle (Boots, 2018e). The razors for women are actually cheaper: the women's cost €1.24 each versus €1.31 for each of the men's razors. They are currently on

promotion and the women's razors are still cheaper on promotion: 83 cent for the women's versus 87 cent for the men's.

The third razors the researcher looked at was 10 pack of women's razors with 2 blades each, costing €5.49 (Boots, 2018f). The fourth was a 20-pack of men's razors costing €9.99 (Boots, 2018g). Both of these razors are simpler than the previous ones and the women's razors were the more expensive ones this time – costing 55 cent each versus 50 cent each for the men's.

All of these products are very much designated towards men or women. Only one of the products is gender neutral (the classic clean Head and Shoulders) and most of them are different prices for seemingly the same product. The researcher is very keen to see if the price difference is repeated in their research and if there is actually a difference in the products they find, because from this preliminary research there doesn't seem to be much of a difference.

1.6 Coding schedule

This research is based around a content analysis and this cannot be done unless a coding schedule is created. The coding schedule is a device through which the content in the advertisements can be properly analysed in a more scientific way. It helps take the element of bias out of the analysis. In order to create the researcher's coding schedule, she looked at how other researchers had created their coding schedule.

One thing that is common across several of the studies that the researcher looked at had more than one person coding. Conley and Ramsey (2011) had two people code the advertisements. When both agreed on if an advertisement fitted a category, it went in and if they disagreed then they talked it out and decided where to categorise the advertisement. They used Cohen's value to determine the value of their agreement, which was calculated at .98 (Conley and Ramsey, 2011). In Lee *et al's* (2006) study of sun-care product advertisements, they had one person code all of the advertisements and 10% of those were randomly selected to be checked by a second investigator.

Torronen and Rolando (2017) looked at alcohol advertisements from a number of countries. In their analysis, they used a qualitative approach, by looking at three aspects in the advertisements: protagonists in the advertisements (placement within the ad, gender, age,

setting etc.), the activities, responsibilities and pleasures associated with the character and finally the means employed by the advertisers to make the audience identify with the protagonist.

Mullany (2004) used both qualitative and quantitative content analysis in her analysis of email advertisements, quantitative analysis to determine whom the emails were being sent to and qualitative analysis to analyse the contents of the emails. Mullany (2004) quotes Holmes when she says that quantitative and qualitative gives the best results: interesting patterns can be spotted by first starting with a quantitative approach and following this up with a qualitative analysis.

Lacy *et al* (2015) looked at issues and best practices in content analysis. They found that there are three major issues when performing a content analysis. These are the use of searching and databases for sampling, the difference between content analysis and algorithmic text analysis and which reliability coefficients should be used.

Lacy *et al* (2015) make the point that traditionally, a content analysis was based on well indexed and well archived content, but the prevalence of the internet has made it easier to search on databases where content may not be as well organised. There is usually one of three methods of searching for content:

1. Convenience: selecting based on availability or proximity.
2. Purposively: selecting because they show an event unfolded, for example how an election happened.
3. Probability sampling: allowing chance to decide what is included: probably the most conservative of all three.

Lacy *et al* (2015) also point out the problem of using specific search terms if using databases. Often, we cannot be sure that the search terms we are using cover all the points we want it to cover or that they're catching the relevant material. There is also the problem of the completeness of the databases: Lacy *et al* (2015) found that wire service reports were often removed from papers before archiving.

Lacy *et al* (2015) say reliability takes two forms: intracoders (the individual coder's consistency over time) and intercoders (the consistency between coders). The aim of a reliability check is to establish how often the coders are in agreement with each other's coding. Most researchers agree this should be over .8. The coding protocol should be designed as the easiest and clearest set of instructions to follow. Lacy *et al* (2015) also talk about algorithmic coding but although this is faster at actually coding, the algorithm may not have the same understanding of the nuance and complexity of language that a human has.

1.7 Conclusion

All of the research found and reviewed in this chapter had been incredibly helpful and enlightening and several messages can be drawn from it. Firstly, there is a definite difference in the way men and women are portrayed in the media and in advertisements, and the way in which they have been portrayed has changed over time. This should definitely be an area to look at in this research. When looking at specific products, we can see that products advertised for women are often advertised so they appeal to their values and to portray the lifestyle the supposed consumer has.

Given how infrequently men and women appeared in advertisements for household products, this should also be something to look out for in this research, as well as the different language used around the different product types. It will be interesting to see if advertisements are designed to appeal to both men and women after Sandhu and Singh's (2017) research about gender bending products.

We can also see that there are differences in gender and sexuality in advertising. Advertisers assume that the viewer is straight, and it also seems that the homosexual behaviour is explained away as friendly behaviour. Men don't usually see the portrayals of non-traditional roles in the television advertisements because those advertisements are usually aimed at women or children.

There is also the question of pricing and the actual difference in products. The New York City Department of Consumer Affairs (2015) study shows that on average products cost more for women, and that women often can't buy an alternative product. The researcher's own small analysis of shampoo and razors and their prices shows there is minimal difference between the

products for men and women. Finally, the research into coding schedules also had some interesting results that the researcher will definitely put into practice when designing her coding schedule and selecting content to analyse.

Chapter 2 – Methodology

In this chapter, the researcher will talk about how she created the coding schedule and how the magazine advertisements were coded.

2.1 Why magazines

The researcher chose advertisements in magazines for several reasons. First, she wanted to be able to dissect the advertisements in detail and felt this would not be possible if she used television advertisements. Second, she felt it would be easier to analyse the target market for the advertised product because a magazine's target market is easier to find out. Third, she felt it would be easier for multiple coders to use magazine advertisements rather than television advertisements because the advertisements are constant and not moving and it would be easier to solve a disagreement if the image is clearer (video stills would be much lower quality than a magazine advertisement). Finally, she chose magazine advertisements because they could be more easily collected than television advertisements and reprinted within the research if necessary.

2.2 Choosing the magazines

Once the decision was made to use magazine advertisements, the researcher had to decide which magazines to choose. There were two options: choose male and female oriented magazines and compare the advertisements in those or choose magazines aimed at both men and women. The researcher chose the latter option, for several reasons. The first is because it meant there was less guess work around trying to decide which men's and women's magazines to choose: it would have been difficult to get directly comparable magazines with similar content and circulation. Second, it also meant that the researcher wouldn't have to buy as many magazines to get the same range and depth of advertisements across both categories. Third, it felt too obvious to look at advertisements for women in women's magazines. The researcher

wanted to see how advertisers coped with knowing their audience was mixed and to pick up on more subtle differences.

Once the researcher had decided to focus on magazines aimed at both men and women, she then had to decide where to source her magazines. She ended up choosing magazines that come free with weekend newspapers and the *RTE Guide*. The reasoning behind this choice was that the magazines that come with the weekend papers are free and are usually aimed at men and women by default. It is also easier to track the circulation and target audience of the newspapers, and by extension, the magazines that come with them. The *RTE Guide* was also chosen to analyse because it has a high circulation, it is aimed at men and women so its content is not male/female specific and it is also a national publication run by the national broadcaster. Once the researcher had decided on the *RTE Guide* and magazines that come with weekend newspapers, she had to decide which papers to take magazines from. This was firstly narrowed by the fact that she could not choose a weekend paper that didn't have a magazine. She decided to include both Saturday and Sunday editions of papers, as they have different magazines. This left the following list of papers that were chosen for their magazines:

- *The Irish Times* Weekend Edition
- *The Times*, Ireland edition (Saturdays)
- *The Guardian* Weekend
- *The Sunday Times*

The researcher collected magazines from these papers over a six month period. The following is the list of magazines that were collected:

- *The Sunday Times* magazine (22)
- *The Sunday Times* Culture (20)
- *The Sunday Times* Style magazine (21)
- *The Times* magazine (on Saturday) (21)
- *The Guardian* weekend magazine (20)
- *The Saturday Times* magazine (from *The Irish Times* Weekend Edition) (7)
- *RTE Guide* (10)

Total magazine count: 121

Due to time limitations, the researcher wasn't able to use all of the magazines she collected and instead used a selection of the magazines she had collected. The following magazines were used for the analysis:

- *The Sunday Times* magazine (9)
- *The Sunday Times* Culture (8)
- *The Sunday Times* Style magazine (7)
- *The Times* magazine (7)
- *The Guardian* weekend magazine (5)
- *The Saturday Times* magazine (7)
- *RTE Guide* (4)

Total magazines used: 47

The researcher tried to be objective when cutting down the number of magazines. She first divided each magazine into two groups by keeping the oldest of each magazine and keeping every other one after that. When that left too many magazines, she removed magazines at random. However, she did keep magazines that she felt had more interesting cover stories that could possibly influence the advertising content inside such as an interview with Rose McGowan or Sadiq Kahn. In particular, she kept all the magazines that featured *Star Wars* on the cover to compare the advertisements in those magazines. She also tried to keep a balance of male and female cover stories. For these reasons, the ordering of the magazines is not quite random but as close to random as the researcher feels possible while keeping pertinent copies.

2.3 Creating the coding schedule

The process of creating the coding schedule was difficult. The researcher first looked at her dissertation proposal where she had written down the kind of questions she wanted to ask and also at Conley and Ramsey's (2011) coding categories derived from Kilbourne's work. These two documents seemed like the right place to start because the dissertation proposal contained the initial questions the researcher wanted to ask. Conley and Ramsey's (2011) research also

felt like a good starting point for the content analysis because it explained how Conley and Ramsey (2011) analysed positioning and the activity of people in an advertisement.

Once the researcher had looked at both of these documents she came up with the following list of questions as a preliminary coding schedule. The reasoning behind the question is in italics.

1. What is the product? *To establish what is being looked at, e.g., a household product and to categorise it later.*
2. Who is in the ad? *To see who the advertisers see the product being associated with.*
 - a. Man
 - b. Woman
 - c. Child
 - d. No one, just the product
 - e. No one, other (describe)
 - f. Multiple people (describe)
 - g. Other (describe)
3. If people are in the advertisement, is the product featured: either in the actions of the people in the advertisement or through using a photograph of the product? *Is the product being used, talked about or absent from the advertisement? Can the people be seen with or using the product?*
4. If there are people in the advertisement, what are the people doing? *How are people behaving around the product? Is the product associating itself with certain behaviours?*
5. If there are people in the advertisement, which of Kilbourne's modified categories do they fit into? (Do this for each person in the advertisement.) *To see if this research mirrors what Conley and Ramsey (2011) found.* (The table with Kilbourne's categories can be found in Appendix 1.)
6. What is the dominant colour(s) used in the advertisement (up to three)? *To see if the researcher's theory that men's and women's products have different colours is confirmed or not.*
7. If the product is features, what colour is the packaging? *To see if the researcher's theory that men's and women's products have different colours is confirmed or not.*

8. What are the top five phrases used to describe the product? *To see if the researcher's theory that men's and women's products are described differently is confirmed or not.*
9. What are the top five phrases used to describe the person who uses the product (if applicable)? *To see if the researcher's theory that the users of men's and women's products are described differently is confirmed or not.*
10. What is the advertisement opposite? Briefly describe. *The researcher feels the placement of the advertisement within the magazine may be interesting.*
11. What is the cover story of the magazine? *To see if the cover story has any relationship to the advertising content of the magazine.*

To analyse the positioning of the models in the advertisements, the researcher used Kilbourne's coding categories from Conley and Ramsey's (2011) research, but removed the categories where they found no examples for either men or women in advertisements, which were as follows:

- Trivialising desire for power
- Mocking eating disorders
- Portraying the model as a gold digger

Before the researcher started coding all of the advertisement, she practised using the coding schedule with some of the magazines collected. Some issues were encountered with the initial coding so the following changes were made to the coding schedule.

- The products were narrowed down to physical products and services, such as shampoo, perfume, clothing, bathroom outfitters and home broadband, to name a few. Products that did not fit the criteria the researcher was looking for included experiences, television shows, holidays, free gifts, sponsored content and shops not advertising a specific product.
- The last question "What is the cover story of the magazine?" was changed from a question to a note at the top of the spread sheet.
- Categories of who was in the advertisement were not used at this point in the analysis. It was decided that it would be easier to categorise the responses at a later date.

- “People in the advertisement” was changed to include real people or representations of people, for example, illustrations of people.
- The dominant colour of the packaging was changed to dominant colour of the product. This was changed because often when a product featured it had no packaging.
- The question of what the advertisement was opposite was not practical for the purposes of this analysis and therefore it was taken out.

The questions now read as follows:

1. What is the product?
2. Who is in the ad?
3. Are there people in the advertisement? If so,
 - a. Is the product featured?
 - b. What are the people doing?
 - c. Which of Kilbourne’s modified categories do they fit into?
4. What are the dominant colours in the advertisement?
5. If the product is features, what is the dominant colour of the product?
6. Top five phrases used:
 - a. To describe the product?
 - b. To describe the person using the product?

It was also decided that the data would be entered into Microsoft Excel for future analysis. In order to best analyse the data, a new sheet was created for each magazine and each magazine had its own Excel file. In some cases, the magazine needed more than one sheet because the researcher wanted to keep a manageable number of advertisements per sheet.

When coding the advertisements, there were a number of guidelines that the researcher used to help her decide if the advertisement she was using fits her criteria. The advertisement had to feature a specific product, such as clothing, perfume or shampoo, rather than be an advertisement for a store or a service website, such as John Lewis or jll.co.uk. Advertisements featuring clothing were not coded as having featured a product if the advertisement wasn’t

featuring one specific piece of clothing. When using the modified version of Kilbourne's categories, a model did not count as dismembered if her face was present in the advertisement. When coding the phrases used to describe the product, simple descriptions of the product did not count; for example "the new perfume from Gucci": it isn't saying anything new about the product and therefore is not coded.

2.4 Qualitative versus quantitative research

While creating the coding schedule, the researcher had to decide whether qualitative research or quantitative research would be best for this research. In the literature review some of the examples looked at used qualitative research, such as Torronen and Rolando (2017), but some used a combination of quantitative and qualitative to try and extrapolate more information from their research. Mullany (2004) used quantitative research to determine who emails were being sent to and a qualitative approach to analyse the contents of the emails. Conley and Ramsey (2011) do not say themselves whether their analysis was quantitative or qualitative but the researcher is of the opinion that it is quantitative: they were not looking at descriptions of language or describing the colours in the advertisements, they were looking at what category the poses of the models fit into.

This analysis will be a combination of both quantitative and qualitative. The researcher feels this will get more information from the analysis and will get the benefits of both approaches. Morgan (2018) argues that qualitative data and quantitative data are distinguishable, both through the data they produce and the method used to produce the data. Qualitative usually produces numbers, and is produced through interviews and open ended questions. Quantitative data usually produces numbers and is produced through closed ended questions and questionnaire type interviews (Morgan, 2018). Bryman (2007) showed that there are some barriers towards having mixed methodology but one way of overcoming this when interpreting the results is to remember why a mixed methodology was carried out in the first place and by asking "has my understanding of my quantitative/qualitative findings been substantially enriched by virtue of the fact that I also have qualitative/quantitative findings and have I demonstrated that enrichment?" (Bryman, 2007, p. 20)

The questions in the coding schedule that will be based around qualitative research have been structured so that they are not quite as open ended as they could be. For example, question 3b looks for the activity of the person in the advertisement and question 6a is looking for description of the product. The question is looking for a description, but of something specific. The question could have been phrased “what is going on in the advertisement?” but the researcher felt this was too vague and might miss the activity of the person, which is what she particularly wanted to capture. The researcher’s desire to mix qualitative and quantitative means that questions 1, 2, 3a and 3c, 4 and 5 are all quantitative and questions 3b, 6a and 6b are all qualitative.

2.5 Limitations and challenges faced

The first limitation that the researcher encountered was time. The researcher didn’t have as much time as she wanted to analyse all of the advertisements. This meant the analysis was more limited than the researcher intended it to be. She is still happy that she got a good mix of magazines from different papers and times to get a good selection of advertisements.

The second limitation encountered was the researcher’s experience, or lack thereof. She had not performed a content analysis before, so was unsure about how to design the coding schedule, as well as input it into a programme so she could easily analyse the results once all of the advertisements were coded. This was overcome with the help of the research performed for the literature review and the help of a friend with statistical experience to help the researcher input the results of the analysis into a format where it could be easily analysed further. The researcher is also not familiar with Microsoft Excel and the tools within it, so it took a while before she was used to using the programme.

A third problem encountered while undertaking this content analysis was finding a second and third coder. The researcher did find two other people willing to help code the advertisements,

but they too had no previous experience performing a content analysis. However, once they practised coding the advertisements, there were no problems and the coding went smoothly.

The author also encountered problems trying to make sure that she was collecting all of the advertisements that were relevant to her research. This was firstly done by choosing papers that come with the weekend papers. These were chosen because it seemed too obvious to choose magazines aimed at women and men. These would clearly contain advertisements aimed at men and women, and there would be the problem of trying to choose the magazines with the highest circulation when most magazines are not forthcoming with their circulation figures.

The researcher feels that using magazines aimed at both men and women means she will collect advertisements that are less obviously aimed at men or women and it will be more revealing if any differences are found in the advertisements. The researcher also narrowed the definition of the product advertisements she was going to use. This meant that the advertisements that were used would be more relevant to her research.

2.6 Conclusion

The researcher is pleased with how this stage of the research went. Designing the coding schedule was difficult but the research done in the previous chapter and looking at the dissertation proposal to see the original research questions focused the researcher's mind and made designing the coding schedule easier. The researcher feels she has made a good effort to mitigate the limitations of the coding schedule and the other challenges faced, such as choosing and randomising the magazines and the coders' lack of experience performing a content analysis.

Chapter 3 – Findings

In this chapter, the researcher will discuss the preliminary findings of her content analysis and will start to analyse and break down the results.

3.1 Finding the relevant advertisements

In order to identify the relevant advertisements, the researcher came up with a list of criteria that she would apply to each advertisement. This ensured that the research could be repeated if needed and that there would be consistency throughout the research in picking the advertisements. The criteria used to determine the advertisements to use were as follows: full page advertisements, advertising a physical product or service, ignoring experiences tv shows or films not being sold on DVD/equivalent, holidays, free gifts, sponsored content, shops not advertising a specific product and advertisements for donations. Overall, 451 advertisements from 47 magazines fit the criteria and were included in the content analysis. The researcher wishes she could have used all of the magazines available to her as this would have made for a bigger pool of advertisements and thus a stronger content analysis. However, she recognises that time was a major constraint to this research and realises that she has analysed as many magazines as possible within her timeframe.

A general theme that emerged from this research is that the majority of the advertisements were aimed at people with a large amount of disposable income, particularly in the magazines such as *The Sunday Times* magazine, *The Times* magazine and the *Guardian Weekend* magazine. Examples of products advertised were bespoke kitchens and wardrobes, wine club memberships, home insurance advertisements talking specifically about high value jewellery and high end paint brands, to name a few. This could just be a reflection of the readership of these papers or it could be more. All of these results will be examined in further detail in Chapter 4.

3.2 Amount of advertising

While the researcher was coding and counting the advertisements, she noticed there seemed to be a correlation between the time of year and the number of advertisements in the magazine. The magazines used in the content analysis dated from December 2017 to June 2018. She noticed in most of the magazines there was a huge number of advertisements in the December issues, fewer advertisements in the January and February issues and the issues from March until June were somewhere in between those numbers. For example, in the *Guardian Weekend* magazine, there were 29 advertisements in the December issue, whereas there were only 10 in the February issue. There were 20 and 18 in the March and April issues respectively and 11 in the June issue. This was repeated across all the magazines, except for the *RTE Guide*, and the *Irish Times Culture* magazine. These magazines did not have enough advertisements to draw too many conclusions from them individually.

3.3 Categorising the products advertised

The products being advertised fell into the following general categories, with examples of the type of product after the category:

- Perfume (for both men and women)
- Alcohol (wine, beer)
- Non-alcoholic drinks and food (food hampers, food shop, food product specific advertisements)
- Home products (bespoke wardrobes and kitchens, garden paint, Ikea products)
- Home technology (Broadband, television offers, mobile phone offers, smart speakers)
- Personal care (shampoo, hair and skin vitamins, moisturiser, shaving)
- Clothing/shoes (for both men and women)
- Cars (different types, as well as financing offers)
- Jewellery/watches (smart watches as well as regular and limited edition watches, jewellery shops)
- Makeup (all aimed at women)

- Books/magazines/newspapers (for children and adults, also membership and subscription opportunities)
- Banking business (investment advice, asset management, people management solutions etc.)
- Miscellaneous (anything that did not make it into the above categories)

From the above list, the author has achieved one of her goals. She did not want to collect items that were easily advertised to men or women and products such as furniture, cars and broadband are not as easily labelled “for men” or “for women” as perhaps soap or shampoo might be. Table 3.1 shows the breakdown of these advertisements through each magazine, and the totals for each category.

If the researcher had the time, she would go back and recategorise “makeup” into “makeup and skincare” as she feels skincare would have been better represented in such a category rather than being categorised as “personal care”. She would also make a category just for furniture: at the beginning of the analysis of the advertisements, she did not anticipate just how many of the advertisements were for furniture and kitchens.

3.4 People in the advertisements

As stated in in the methodology chapter, the researcher used Kilbourne’s categories from Conley and Ramsey’s (2011) research for coding the activities of the people in the advertisements. Three of the categories were taken out because Conley and Ramsey (2011) had found no evidence of them in their research. This meant there were 14 possible categories for an advertisement to fit into. Some advertisements fell into more than one category. Table 3.2 shows the results of this question.

	<i>Culture</i>	<i>RTE Guide</i>	<i>Sunday Times magazine</i>	<i>Style magazine</i>	<i>Guardian Weekend magazine</i>	<i>Times Magazine</i>	<i>Irish Times magazine</i>	<i>Total</i>
Perfume	0	0	0	14	3	2	0	19
Alcohol	0	0	6	3	6	8	2	25
Non-alcoholic drink and food	0	0	25	1	10	24	9	69
Home products	5	2	45	1	23	32	1	107
Home technology	0	0	19	2	13	14	3	53
Clothing/shoes	0	3	2	22	10	5	0	39
Personal care	0	0	13	13	6	5	7	47
Cars	0	0	11	2	5	8	4	30
Jewellery/watches	0	1	0	5	0	4	0	10
Makeup	0	0	0	4	0	0	0	4
Books/magazines etc.	0	2	1	0	3	4	0	10
Banking or business	0	0	9	0	5	4	1	19
Miscellaneous	0	3	4	0	3	6	3	19
Total	5	11	135	67	87	116	30	451

Table 3.1: General categories of advertisements within each magazine.

	<i>Culture</i>	<i>RTE Guide</i>	<i>Sunday Times magazine</i>	<i>Style</i>	<i>Guardian Weekend</i>	<i>Times magazine</i>	<i>Irish Times magazine</i>	Total
Passive	0	1	13	28	20	10	10	82
Active	0	2	30	19	30	30	6	117
Flawlessness	0	0	1	2	0	0	2	5
Literal objectification	0	0	2	2	4	0	0	8
Traditional gender roles	0	0	4	0	2	0	1	7
Dismembered	0	0	4	5	4	1	0	14
Total	0	3	54	56	20	41	54	233

Table 3.2: Breakdown of people in the advertisements and their activity.

Overall, 233 different activities were coded. This does not represent the number of advertisements that had people in them because an advertisement could be coded for multiple activities. In the Culture magazine, there were no people in any of the advertisements. The researcher is surprised at how many advertisements have no people in them, but thinks it might be easier to sell a product to more people if no-one is in the advertisement. The researcher was also surprised to see that most of the advertisements for kitchens or bespoke furniture had no people in them: these advertisements were more like a page from a brochure dropped into a magazine than an advertisement designed for a magazine.

In table 3.2, the researcher has only filled in the categories that she found in her research, rather than all 14 that she looked for when coding activities. She only came across six of the possible 14 categories that she had taken and modified from Conley and Ramsey's (2011) research. The researcher also got quite different results from Conley and Ramsey (2011). She suspects this is to do with the pool of magazines that were used in each study. Conley and Ramsey used magazines aimed at women and men (such as *Vogue*, *Elle*, *Good Housekeeping*, *Men's Health*

and *Golf Digest*) whereas the researcher used magazines that come with the weekend papers, which should be aimed at both men and women. Conley and Ramsey (2011) were looking at women's home and fashion magazines and men's magazines whereas the researcher was looking at more serious magazines, where there is more emphasis on the story rather than the images. They have different audiences, so it makes sense that they would have a different advertising breakdown.

As the focus of this research is on the differences in the products aimed at men and women, the researcher also broke the activity of people in the advertisement down by gender. Since the researcher coded what each person in the advertisement was doing, these totals will be higher than the numbers in table 3.2. The resulting data can be seen in table 3.3.

	Male	Female	Total
Passive	24	63	87
Active	59	84	143
Traditional gender roles	2	7	9
Dismembered	1	11	12
Flawless	0	6	6
Objectified	2	3	5
	88	174	262

Table 3.3: Breakdown of activities in advertisements by gender.

The researcher had a bit of difficulty in categorising the advertisements containing dismembered and objectified people: where it was obvious, such as when the model was

wearing lipstick or high heels, the advertisement could be categorised but otherwise it was left blank.

The researcher is curious about the possible reasons for the difference between the number of men and women in the advertisements. Firstly, she knows Style magazine is predominantly aimed at women, but it does come with a weekend paper and they do have men's style issues (one of which was used for the content analysis). Being aimed more at women could skew the analysis slightly in favour of advertisements for women, and seeing as the Style advertisements add up to 30% of the advertisements overall, and 24% of all the advertisements with people in them, this theory can't be ruled out.

Secondly, the researcher noticed going through these advertisements that there were often multiple women in an advertisements but never multiple men. However, this doesn't account for all of the discrepancies: multiple women doing the same activity were only put into the "active" group once, whereas if one person in the advertisement was active and others were passive, then one mark was put down for the "active" category and one was put down for the "passive" category, despite there being multiple people being passive.

Overall, roughly half of the advertisements had no people in them. This is interesting to the researcher: how are advertisers communicating about their product without people in the advertisements? Is a product more or less likely to sell with a person in the advertisement for it? This would be interesting to explore further but since it brings us away from the point of this research, it will have to be left to someone else to explore.

3.5 Language differences in the advertisements

The researcher wanted to see if there was a difference in the language used in advertisements for certain products. For this part of the analysis, she looked at advertisements for home products, home technology, clothing/shoes and personal care. The researcher looked at the magazines that had the highest concentration of these advertisements, which were *The Times*

magazine, *The Sunday Times* magazine and the *Irish Times* magazine. The researcher also looked at *The Sunday Times* Style magazine because that had the highest concentration of clothing advertisements.

When the researcher looked at the language within the advertisements, there were clear trends within all of the categories. For home products, she found four different types of products described. The first was products that were described as “unique”, “bespoke” and as having “clever storage solutions”. These advertisements were most often for wardrobes and kitchens that were designed by the customer. This type of advertisement was the biggest category by far. These advertisements were often like pages from a brochure of the featured brand in the advertisement.

The second was advertisements for retrofitted products, such as toilets, showers and staircases. These products were described as being “no mess”, “no fuss” and being done quickly: within 24 or 48 hours. These again look like they were being aimed at people who wanted their house to be different from the norm, but who might not have the same budget as those in the first category.

The third was products aimed at DIY type home improvements. These were products such as garden paint and home furnishings. These were still described as making your home different or unique. They were still advertisements for home improvements but aimed at people who have a much lower budget than the first two categories and at people who may even do it themselves. The fourth category was for things that didn’t fit into the first three categories. They were advertisements for products such as home insurance or windows. These advertisements talked about being “high performance” or being “there for you”. The language in these advertisements was focused on the quality of the product but also making it personal to the potential buyer.

In the clothing advertisements, there were two very clear categories. The first category was high end designer clothing. These advertisements often had somewhere between one and three

models in them, had no description of the product and the models just looked at the viewer. These advertisements were clearly aimed at people who knew the brands already and the researcher feels this makes them slightly exclusive: if you know who they are then you're in on the secret, so to speak. The researcher found this idea odd because surely the point of advertising is to let more people know about your company.

Included in this category were advertisements for very well known, very high end designers, and in these cases it seemed more like the name of the brand itself was enough of a description. These brands may feel that if you don't know about them already, then you don't deserve to know, or maybe it's all just a ploy to get you to look the brand up on the internet and shopping online.

The second type of clothing advertisement was very different from the first category. These advertisements were for single products, such as dresses or skirts and featured people wearing them and also showed the different colours they came in. The advertisements had a lot of descriptions of how the product was: usually "comfortable", "stylish" and "value" featured prominently. These advertisements were very much like pages from a clothing catalogue. It was clear that these companies really wanted you to buy their product.

Something that surprised the researcher was how few clothing advertisements there were with men in them. The few advertisements that did have men in them were all high end fashion advertisements and the majority of them were in the men's style issue of Style.

For the home technology products, there was also a clear division in the advertisements. The first type of advertisement was for slightly more niche products. The language in these advertisements was always more technical, and talked about the "superior audio quality" or how the product was precision engineered. The second kind of advertisement was aimed more widely. It was about how easy the product is, or how easy it will make life for you. This kind of advertisement was often done in conjunction with a store, such as John Lewis or Currys PC World, presumably to let the potential buyer know how easy it is to buy this product.

Lastly were the personal care products. The researcher found that these products were harder to categorise. As they were personal care, they all seemed to fall into the same boat of promising the world about their product. The products were a mixture of things such as shampoo, probiotics, anti-aging creams, toothpaste and hair colour. One thing the researcher found very surprising is that the only advertisement for shaving was Harry's Shaving Club, which is a product aimed at men. These advertisements had no person in them, and featured only the products, which is very different from the shaving advertisements aimed at women (Belam, 2018; Komar, 2016).

Some advertisements did include more scientific claims, such as "clinically tested in people with irritable bowel syndrome", "proven to repair and strengthen the skin barrier", "powered by the latest technology from our clinically proven serum" and "new state of the art formula". There was usually also an emphasis on how natural the products were. Descriptions of these products included "10 active plant extracts", "no parabens, no colourants, no gluten" and "a unique formula that provides you with essential nutrients". This could be a reflection of the trend towards "wellness" and "clean eating" (Wilson, 2017), but this is a tenuous link and must be further investigated.

Overall, the researcher is surprised there isn't more of a divide in the personal care products. She feels that most of the advertisements were aimed at women: either through featuring women in the advertisement or using colours that would be traditionally more feminine, such as pinks, purples and peaches. It has also made the researcher realise that when we think of skincare, we automatically think of women's products and that there aren't a lot of advertisements for men's skincare in the magazines within this content analysis. Does this just mean that men aren't catered for in the same way that women are, or are women being oversold products we don't need? This will be explored more in Chapter 4.

The researcher is also taken aback that there is a clear difference in the use of language in these advertisements. She thinks it all comes back to a basic marketing principle: what is your unique selling point (USP). This is what brands use to justify why a customer should choose their

product and it usually comes down to being different or being cheaper (Blythe, 2008). The researcher feels like this can be clearly seen within most of the advertisements she looked at.

3.6 Colour in the advertisements

The researcher found this was a harder category to analyse. Firstly, because colour is subjective – what one person sees as blue another sees as purple, for example (Harris, 2015). This translates into the coding too: what the researcher coded as one colour could be seen as a different colour by another person. Regardless, the researcher wanted to look at colour because she thought it might shed some light on how advertisers target a product towards women or men.

In this part of the analysis the researcher wanted to try and look specifically at advertisements for products aimed at men and women; she decided to look solely at advertisements in the personal care products and perfume categories. This is because these are two categories where products for men and women are more clearly defined than in the home products or non-alcoholic drink and food. She also wanted to do a more targeted analysis so she only looked at the personal care advertisements from *The Sunday Times* magazine and *The Sunday Times* Style magazine, as these magazines had the highest number of both of personal care and perfume advertisements.

As stated previously, the majority of the perfume advertisements were in the Christmas issues of the magazines. The perfume advertisements were all very similar. They all contained a model, or multiple models. The model was looking at or ignoring the viewer, always in a passive position. The bottle was always featured in the advertisement and there was no description of the product, except for perhaps “the new fragrance from”, which the researcher did not count because it was not a description of the product. There was one advertisement for men’s perfume, in the men’s style issue of Style magazine. This was for Mont Blanc, and conformed to the norms of the women’s perfume advertisements.

The researcher started by looking at the advertisements she knew were for men: Harry's Shaving Club, Acqua di Parma, Mont Blanc and Missoni perfume. The Acqua di Parma product in the advertisement is technically unisex but will be included in the analysis for both men and women. The Mont Blanc and Missoni advertisements were both in greyscale and Harry's Shaving Club featured grey, blue and orange as the dominant colours in one advertisement while in another it also featured dark green and navy. The Acqua di Parma advertisement featured blue, yellow, white and green as the dominant colours. It is interesting to the researcher that both of the male specific perfume advertisements were in greyscale. Of course, very little can be read into this because these are only two advertisements out of 451.

The advertisement for Harry's Shaving Club had colours in it that one might associate with the military; they were strong, bold colours and they featured prominently. There was no colour pattern in the advertisements: the colour came from the products featured in the advertisement and the razor handles were a solid colour. In the Acqua di Parma advertisement, the colour also came only from the product: they were the colours of the classic Acqua di Parma, and its new companion product (also unisex). White, yellow and green are all fairly neutral colours, and the colour blue used in the advertisement was similar to the colour of the sea. Again, because there are only two products to look at in this instance, the researcher cannot draw too many assumptions from them. However, she finds it interesting that the colours are neutrals and blue.

For the products the researcher felt were aimed at women, there were a lot more advertisements. There wasn't a clear theme of colours running through these advertisements but there were some trends. The perfume advertisements all had either white, black or pink as a dominant colour. There wasn't a clear trend in the shampoo advertisements as there were only three of them, but they also had white or silver in them. Two of them had blue, green or purple in them as well. There were only three skincare advertisements and two of these had either pinks, peaches or reds in the advertisement. The third had black and white as its dominant colours.

There were some advertisements for things like rosacea and probiotics, which are clearly things that men and women will both suffer from and want to buy. However, these products both featured only women and had what one might call more feminine colours (purple, pink) in the

advertisement. To the author, this means they either see women as the only people in need of these products or they either might have a separate product for men. This is something that will be explored further in Chapter 4, as well as the potential price differences in these products.

Finally were the advertisements that had no clear bias towards men or women. These included products such as health insurance, funeral care, interdental brushes and glasses. The common colours between these advertisements were blues, reds and white.

Something that seems clear from this analysis is that the men's products and products with no bias towards men and women tend to have blue colours in them. This is not an exhaustive study, so this claim is not a particularly insightful or strong one; however, the researcher still finds it interesting that there is this slight correlation.

Overall, there doesn't seem to be anything particularly insightful or illuminating gained from looking at the colour featured in the advertisement. The researcher thinks this is thought-provoking because quite a lot of the perfume advertisement have no description of the product in them, and because some of the products are clearly aimed at men or women. The researcher is struggling to figure out how and why she knows this and being able to record the subtle cues that let her know whom a product is aimed at.

3.7 Correlation between cover story and the advertisements

The researcher was particularly interested in this result because she thought it would be very revealing if there was a correlation between the cover story and the advertisements. The only correlation that the researcher found was in the Style issue featuring Jerry Hall and her daughters on the cover: there were a lot of advertisements for skincare products that had anti-ageing benefits. The only other correlation the researcher found was between the time of year and perfume advertisements. There were far more perfume advertisements in the lead up to Christmas than at any other time of the year.

3.8 What would be done differently if the research was being repeated

There are a number of things that the researcher would do differently if she was repeating her research. First, she would try and narrow down the coding categories further. This is because there was a huge amount of raw data to trawl through to piece together and analyse, and having seven different pieces of mostly qualitative information made the subsequent analysis hard and time consuming. Secondly, she would try and change the questions so that there were more quantitative questions in the coding schedule. This might have made it easier to analyse the data.

Third, the researcher would have either used a different program to input the data or would learn how to use Excel better. She feels her lack of knowledge in how information could be extracted from the raw data held up the analysis and made it much longer than it could have been. However, given all of the data was words and not numbers, this may have not been feasible in Excel; hence why she wishes she could have explored other programs further before committing to one.

Fourth, the author would have liked to have used more of the magazines she collected for this study. She collected over 120 magazines in total and only 47 were used. She feels the study would have been much stronger had she used more magazines, and she would have been able to make stronger claims about the data because there would have been a bigger sample size. However, she does not wish to have used all the magazines: some that she did use had more content than others. What the researcher would have done was used more of the magazines that didn't have as many advertisements in them. This could have ensured an even distribution of advertisements over the magazines, and meant they could be compared more easily.

The author would also have changed the composition of the magazines in her sample pool so that she got slightly more advertisements aimed specifically at women and men. As much as she doesn't like to admit it, the Irish magazines had very few advertisements in them and she

cannot make any strong claims about the advertisements in them in general. If she was repeating the process again, she would not use these magazines and instead use magazines like *Men's Health* and *Vogue* or *Marie Claire*. She would only use one male/female specific magazine so as not to skew the results too much.

If the researcher was starting over with her data analysis, she would also have changed the product categories. She would change “makeup” to “makeup and skincare” because she feels this would more accurately reflect the products that she found: the skincare products didn't really fit into personal care. She would also change the “home products” category into two categories: “home products” and “furniture”. She may have even put in a third category for “bespoke furniture” as there was such a large amount of advertisements for bespoke furniture. However, the researcher realises she is being very finicky and the categories as they stand mostly work.

Lastly, the researcher would have really liked to have had a second coder. Due to timing and availability issues, this was not possible. The researcher had somebody lined up to do a second code on about 10% of the material but this fell through at short notice, and because it was so last minute and quite a big commitment timewise, she was unable to find anybody else to code the material. She is very disappointed she was unable to get a second coder, because she knows that the gold standard is to have at least one extra coder, ideally two and neither of them should have helped design the coding schedule. However, she accepts that due to circumstances outside of her control it didn't happen and will therefore be more cautious making claims with the resulting data.

3.9 Conclusion

There was definitely some interesting data resulting from the content analysis, and some of the categories did not collect data in the way the researcher assumed they would. However, she looks forward to analysing these results further in Chapter 4.

Chapter 4: Analysis

In this chapter, the researcher will be looking at the results from the content analysis in depth and discussing them in context of the literature already seen in this research.

4.1 Advertisement content

The researcher's aim with choosing weekend newspaper magazines for the content analysis was to try and get products that were not overtly aimed towards men and women, and she feels she has achieved this aim. However, because of this she feels the second part of her research question has not been realised: that in the advertisements that formed the content analysis there is no significant gender difference, at least in this research. Apart from perfume, makeup and personal care advertisements, the researcher thinks that most of the advertisements were not aimed specifically towards men or women.

Of course, it does not follow that the advertisements were gender neutral: in advertisements with men in them, the man was portrayed as the expert more often. Examples of these advertisements include an advertisement for Sensodyne toothpaste in the *Guardian* Weekend magazine. There was a man in the advertisement, and this magazine advertisement actually ties in with a series of television advertisements where dentists explain how much better Sensodyne is for sensitive teeth. If one is familiar with the television advertisement, then they will know what the man in the print advertisement is doing: he is the expert telling the consumer that this product is the best for sensitive teeth.

The second such advertisement that portrayed the man as the expert were the advertisements for Lindt chocolate. There were multiple advertisements for Lindt chocolate in these magazines, and they all had the product as the main feature of the advertisement. Most of them had a smaller picture at the bottom of the advertisement with a man, portrayed as a chocolatier for Lindt, and he was usually looking at some kind of chocolate. The man usually had a chef's

outfit on. The man here is clearly being portrayed as the expert chocolatier, and Lindt featured no women in the same way.

This raises a few questions for the researcher. Do Lindt have female chefs in their kitchens? Do they feel it is important to have equal representation of men and women in their advertisements? Do they hire minorities and promote them as fairly as they do people from non-minority backgrounds? For the researcher, these are all important questions because she strongly believes that seeing people like yourself in various different roles reinforces the idea that no career or hobby is off limits because you don't look like the people who are portrayed in those roles.

For example, one would be forgiven for thinking women, especially women from minority backgrounds, can't host radio shows on their own from the line-up of female radio show presenters on national radio. Female radio presenters are more likely to have to co-host a show with a male presenter and they are less likely to have a prime weekday spot (RTE 2018; Today FM 2018). All of these radio presenters are white: there are no minority presenters. Representation is important and companies should not forget that. These questions are not being asked of Sensodyne because they do have female dentists in their television advertisements.

Overall, there were approximately 233 advertisements with people in them. The researcher does not know the exact number because each advertisement could be coded for more than one activity. There were 262 people recorded in these advertisements: each person in the advertisement could be coded to more than one activity. The researcher looked at their activities both overall and by gender. This showed that there were 174 women in the advertisements compared to 88 men. This could be for several reasons. There were a lot of fashion advertisements featuring only women: almost all of the Style magazines that were analysed had only or mostly women in them. Women also appeared more in the personal care advertisements too.

Activity wise, 87 people were passive: 24 men and 63 women. There were 143 people who were active in the advertisement: 59 men and 84 women. Two men were portrayed as being in traditional gender roles compared to seven women. One man was dismembered in the advertisements, while 11 women were identified as dismembered. Six women were portrayed as flawless. Two men were coded as objectified compared to three women. The categories for objectified and dismembered were the hardest to break down by gender because sometimes it was not obvious if the body parts or objects were male or female.

The majority of the people in the advertisements were younger people. The researcher only used the most general terms when trying to categorise age, such as young, younger, middle aged, old and older. This was because it can be hard to tell a person's age just by looking at them, and the people viewing the advertisement would probably not be spending a huge amount of time looking at the advertisement, so an impression of age would be enough. The researcher is not surprised by the age profile of the advertisements, for a few reasons. She had assumed that the age profile would be biased towards younger people. It is usually noticed when brands deviate from the norm, such as Dove's "real beauty" campaign (Bahadur, 2014) or the US company Billie, which was the first company to show body hair in a shaving advertisement for women (Belam, 2018).

The researcher was surprised that she found only six activities in the advertisements. Conley and Ramsey (2011) found 14 out of the 17 categories in Kilbourne's study. The researcher thinks this might be due to the differences in the magazines selected for the content analysis in each study. Conley and Ramsey went for women's home and fashion magazines and men's magazines. The researcher looked at magazines that come with weekend papers. From the researcher's own content analysis, she has seen that fashion magazines have a huge amount of clothing advertisements. This is backed up by the fact that Conley and Ramsey (2011) used only 19 magazines in their study but found 790 advertisements, 450 of which came from the women's fashion magazines. The researcher used 47 magazines and found 451 advertisements.

There was also a large amount of home product advertisements that had no people in them, and Conley and Ramsey only coded advertisements with people in them. Additionally, all of the

magazines that Conley and Ramsey (2011) used were from November 2009. The researcher has previously identified a trend in her own content analysis that there were more advertisements leading up to Christmas (in the December issues she analysed). She thinks it is possible that this means Conley and Ramsey found more advertisements than normal in their magazines.

If the researcher was doing this analysis again, she would probably do a more in depth analysis with some of the advertisements because although the majority of the advertisements were not aimed at men or women, she would like to see if she can pinpoint exactly what it is that leads her to think an advertisement is for men or women. She knows this would be time consuming because of how in depth this would need to be and also it would be hard to analyse and categorise because the data would potentially be qualitative. However, she feels it would potentially be very interesting and she would be keen to do this if the research was being repeated. Perhaps looking at literature on semiotics would help the researcher in this regard (Merriam-Webster, 2018).

4.2 Language differences

The researcher thought that she would see different results in the language analysis. She had thought that there would be more personal care products, and that the language in these would be different from those in the female personal care products. For example, even just the scent or description of shower gels and shampoos is often vastly different for men and women. Bramley (2018) notes that men's shower gels are described as having "hydra power" and "mountain water" whereas the women's equivalent is covered in unicorns, strawberries and marshmallows.

This continues through to razors and deodorants too: women's razors described as "silky" while men's are "xtreme" and women's deodorant is "pink blush" when the men's deodorants are "quantum dry" (Bramley, 2018). Bramley also quotes a study where 64% of men and 67% of women thought that advertising relied on gendered stereotypes too often (Bramley, 2018). Is

this old research or has the researcher not come across the right products yet? Bramley (2018) does make the point that toiletries and personal care seem to be the last “bastion” where this gender divide among products is happening. Perhaps the researcher’s lack of advertising showing this kind of language is just reflective of the fact that they found few personal care advertisements.

However, the researcher was taken aback at how there was such a clear divide in the language. This divide really comes back to a basic marketing principle: unique selling point, usually that the product is cheaper than its competitors or it’s different and better than its competitors (Blythe, 2008). In most of the categories, the advertisements can be clearly divided into one of two categories based on whether they are trying to persuade you they are different, unique and offer clever storage solutions or if they’re trying to offer you plain old value for money.

The researcher was not expecting this result from the language analysis portion of the research. She was expecting the language to have more of a division along gendered lines; however, she realises now how obvious it is that marketing strategy would appear within the language analysis of the advertisements. The researcher would have to agree with Koteyko’s (2015) finding that the advertisements for women’s personal care advertisements had a more scientific style. She cannot compare her advertisements for male personal care products to Koteyko’s because she found so few that were male specific and had a description in them.

This area is something the researcher finds fascinating and if she was repeating this research, she would be sure to try and broaden the scope of the content analysis so it included more personal care products. This is because this seems to be the only area in this content analysis where there was some sort of gender difference in the language, and further analysis of these advertisements and products could be very interesting.

4.3 Pricing differences

This is something that has been explored in Chapter 1, in the literature review. The researcher compared the price of women's and men's razors in Boots. It is also something that the New York City Department of Consumer Affairs has looked at in depth, and as such it is something that the author feels must be addressed. She feels it is important to look at both the difference in the product and the price differential to really compare products aimed at men and women. Looking at Harry's Shaving Club, their website explicitly states that they are a product for men, set up by men and want to give men value for money in their shaving products (Harry's, 2018a). They offer a range of products but for comparison's sake, we will just look at razor blades and handles. Razor handles start at £8, and there is an £18 option (Harry's, 2018b). Blades are £1.88 per blade in the four and eight packs and £1.81 in the pack of 16. This works out at £7.50, £15 and £29 respectively. Each razor blade head has five blades in it (Harry's, 2018c).

The literature review showed that the women's and men's razors were different prices, and sometimes the women's products were cheaper. They were cheaper than the products from Harry's, however they had fewer blades and were disposable. The razor handles in Harry's Shaving Club are all reusable (Harry's 2018b).

To compare this, the researcher looked at razors aimed at women that also have five blades and a reusable handle. The Gillette Venus Embrace costs €11.99 and comes with a razor blade. The replacement blades can be purchased at a cost of €16.99 for four or €25.49 for six (a unit price of €4.25 for both, even though the six pack is labelled "value pack") (Boots, 2018h).

With current conversion rate, a four pack of Harry's blades would cost around €9 (Google, 2018). Therefore, the razors and blades that Harry's are selling are better value than the women's product while still doing the same thing.

The other category of advertisements where the researcher feels there was a gender difference was perfume advertisements. While both were similar in their general format, the content was clearly meant for men or women (except in the case of the advertisement for Acqua di Parma). Therefore, the researcher would also like to look at differences in the prices for these products.

The researcher looked at two perfumes for men and two perfumes for women. All of the bottles were 50 millilitres. Prada Candy cost €83 (Boots, 2018i) and Chanel No. 5 cost €89 (Boots, 2018l). For men's perfumes, Mont Blanc Legend cost €53 (Boots 2018j) and Missoni Pour Homme cost €54 (Boots 2018k). All of these perfumes were advertised in the same issue of Style magazine. Although this is a small sample, there is a clear discrepancy in the prices for the women's and men's version of the product. This continues across brands: Chanel Pour Monsieur costs €63 for a 50 millilitre bottle (Boots, 2018m), although this product was not found in the content analysis. This raises two questions for the researcher. First, what is the difference in the product, and second, can it justify the cost difference?

4.4 Difference in the products themselves

In the price comparisons, the researcher has already looked at the price differences in razors for women and men, and has already looked at the differences in these products. Here she will look at the difference in the more medicinal products that she saw and will see if she can find equivalent products for men.

In the advertisements for probiotics and rosacea that the researcher collected, only women were featured and/or the advertisement had more feminine colours. When looking at some of these products in more detail, the researcher feels the products are aimed toward men and women. Looking at the Dermalex Rosacea treatment, for example: men and women are used in pictures on product pages on the Dermalex website and the packaging is what could be described as scientific (Dermalex, 2018a). It is white and silver and then features a dominant colour that Dermalex have assigned to a product line treating a skin condition. For rosacea treatments, this is pink, for acne it is orange (Dermalex, 2018b). So, the product itself is aimed at men and women but appeared from the advertisement like it was only aimed at women.

Looking at another product, Dr Sebagh's Serum Repair: this advertisement had no people in it and was described only as "best premium skincare brand". On looking at the website, the

products do not seem to be gendered, and there is even a page showing where the media have shown the products themselves. The majority of these publications are women's magazines but some products have been recommended in *Esquire* magazine and in *Conde Nast Traveller* (Dr Sebagh, 2018). However, from the author's own experience the majority of skincare products and particularly anti-ageing products are all aimed at women. This is backed up by the fact that no man was in any of the skincare advisements. This does not mean that skincare and anti-ageing products for men do not exist, just that they have not appeared in this content analysis. There appears to be no difference in the product yet all of the advertising is female oriented.

4.5 Colour in the advertisements

Colour was the category the researcher found the hardest to analyse. he found it hard to find a pattern in the colours for the advertisements she looked at. However, there were some tentative conclusions that she drew from her colour analysis. Firstly, that advertisements with products aimed at women tended to have white, black or pink as a dominant colour. The colours in the advertisements aimed at men were all neutrals and blue, however, this was such a small pool of advertisements nothing can really be read into this. Advertisements for more medical looking supplements usually featured women and the colours were also more feminine. Advertisements that had no clear bias towards men or women in them had some common colours such as blues, reds and white.

The flaws in these conclusions are that the researcher only looked at personal care and perfume advertisements for this, and there were very few male oriented advertisements in these categories. However, the researcher has thought that she would gain more information than she did by looking at the colours of the advertisements. In some of the advertisements, there are indefinable qualities that make the researcher classify an advertisement as aimed at men or women. She thought that colours in an advertisement might be one of those indefinable qualities, but she does not think so anymore.

4.6 Original research questions

Now that we have looked in depth at the data, we must return to the original research questions posed in the introduction. First, are there differences in the advertisements for products that are aimed towards men and women? The researcher feels the answer to this is yes. Even though this answer is drawn only from the perfume and personal care advertisements, she still thinks there is a difference in the product advertisements and that other advertisements cannot be called gender neutral. The language in advertisements for women's products is more scientific than those for men. Women's advertisements also had a more specific colour palette than the advertisements for men's products.

Second, are the products different? The researcher thinks the answer to this is mostly no. Looking at the example of the razors, the researcher feels these products are almost identical and that the difference is all created in the advertising. Regarding the perfume for men and women, she feels the product itself is different from others because all perfumes smell distinct. However, she feels that perfumes cannot really be classed as different from each other because even within women's and men's perfume, the products are distinct and different. The product is still a fragrance but the details of the fragrance will change every time. This is why her answer is mostly no.

Third, are the differences in the prices of the products? The answer to this question is yes. From looking at both the prices featured in the literature review and at the products found in the literature review, products for women were more likely to cost more than the equivalent for men. This is only applicable in cases where there is a different product aimed at men and one aimed at women. The researcher has not compared prices for products that are not gender specific because that was not what she wanted to discover through her research.

Fourth, is there a difference in the language and imagery of the advertisements?. In the case of language, yes. There were two types of language difference. Firstly there is the difference that was generated by the different marketing strategies of the companies, i.e., what the unique

selling proposition (USP) of the product was. This led to different phrases such as “custom built”, “clever storage solutions” and “bespoke British furniture” among the higher end brands. Language such as “comfort”, “value” and “express yourself” was used in the lower end brands.

The other difference in the language was by gender. This was mainly in the advertisements that were aimed at women, such as skincare and makeup. The language in these advertisements was slightly scientific, using terms such as “clinically proven” and “no parabens, no colourants”. The researcher cannot make claims about the language in advertisements for men because there were so few examples in the content analysis.

Regarding the imagery of the advertisements, the researcher thinks there was a similarity in the perfume advertisements and the clothing advertisements. Clothing and perfume advertisements were almost identical for men and women: there was usually a model, sometimes two or three, the models were in a passive pose and there was no description of the product other than the brand’s name somewhere on the page. In perfume advertisements, the only difference was that the bottle was usually featured on the page.

The answer to this question is both yes and no: yes, because differences in language and imagery were found in the advertisements, but no because they were only found in a small portion of the advertisements.

In the next chapter, the researcher will look at the implications of this research and where it could be taken if it was being revisited.

Conclusion

This research has come to a slightly different conclusion than the researcher thought it would. She started by asking the following questions:

1. Are there differences in the advertisements for the same products for men and women?
2. Are the products actually different?
3. Is there a price difference between the products?
4. Is there a difference in the language and imagery of the advertisements?

When she looked at these questions in relation to her findings, for the most part the answers were what she expected them to be, but there are some caveats in the answers. Yes, there were differences in the products advertised to men and women, but these differences were only found in certain product categories. The advertisements were also not gender neutral, as we have seen men being portrayed as the expert more than women. However, this was also in a small portion of the advertisements.

When the researcher looked at products in depth, they all seemed to be very similar and there was also a price difference that favoured products for men. This is what she expected, but once again, it was among a very small sample. There was a difference in the language and imagery in the advertisements: the difference in language was not the one she was expecting to find. There were quite a few similarities in the way clothing and perfume were advertised to men and women, which she was not expecting. Again, the amount of advertisements on which these claims are based is quite small and so no strong claims can be made about them.

Even though all of the statements made in this research are not strong statements, they are nonetheless interesting, and the researcher feels there is a lot of potential to expand on what she has done here so that more definitive claims can be made on the subject.

The language difference was the one result where the researcher was surprised by the result, although in hindsight she should not have been surprised. Having such a clear divide in the language of the advertisements along the lines of unique selling point came as a surprise when she was looking for differences along the line of gender. It is interesting how strong the division was: when analysing language, the researcher looked at roughly half of the magazines, and the divide was present in all of those advertisements, except for the home products where she found four different types of language. However, they still fit into the categories of either better or cheaper; it just came in varying amounts.

When it comes to men and women in the advertisements, the men were more often shown as the expert. Activity wise, women were shown more often in traditional gender roles than men, and women were objectified more than men. Something else that was evident from the research is that the people in the advertisements were not from minorities: most of the people were Caucasian. This raises more questions for the researcher. Is this because it is a reflection of the readership of these magazines and the brands want to show advertisements with people in them that look like the reader or is it because the brands aren't aware of the fact that they have very few minorities in them? While this is not the focus of this research, it could be worth exploring further.

The researcher said from the beginning that she wanted to carry out this research in magazines that were not aimed specifically at men or women. She felt that choosing male or female oriented magazines would be too easy, that the results would definitely show the answers she was looking for and she would not have as much to talk about. She felt the results would be more interesting if she chose magazines that were not aimed at either men or women specifically: this is why she chose magazines that came with weekend newspapers.

Having done the research now with magazines that were not aimed specifically at men or women, she would be interested in repeating the research with magazines aimed at men and women, to compare and contrast the results with the results of this research and also with some of the research she found in the literature review. She feels it would be interesting to compare how men and women are advertised to when they are the only intended recipient of an

advertisement versus when both a man and a woman will be seeing the advertisement. That isn't to say that the researcher thinks men don't read women's magazines and women don't read men's magazines but that she thinks advertisers could be more targeted with their advertising when a magazine has a more specific audience.

Overall, for the researcher this work has raised two important points. The first is that it seems that advertisers are more comfortable advertising products for women in magazines aimed at both men and women. Although the sample size was small, she still noticed that there seemed to be more advertisements aimed towards women than men. She also noticed that women tended to appear more in advertisements that were aimed at both women and men, such as Dermalax Rosacea Treatment and advertisements for probiotics.

The researcher also noticed that for some personal care products and perfume advertisements, the products seem to be the same, but the prices for the products are quite different. This was confirmed in the researcher's literature review, in the NYC Department of Consumer Affairs (2015) where they found that women pay an average of 7% more for products than men, and that women pay more than men 42% of the time. This is definitely something that the researcher would like to explore in more detail if she had the time: she would love to investigate if the price difference is justified and if the products are actually that different. She feels this would be important because it is unfair that either men or women have to pay more for the same product, especially when the gender pay gap stands at 14% (Gartland). However, while this is interesting, it is diverging from the point of this research.

The researcher started this research because she wanted to know if the same product is advertised differently to men and women. To an extent, she has answered this question and the answer is both yes and no. However, there are some flaws in this research. First was the number of magazines looked at for the content analysis. Second, the researcher would have planned the use of her limited time better so that she had more time to code and analyse her findings. Third, she could have analysed all of the advertisements when looking at different aspects of the data but again time did not allow this. Fourth, she would have had a second coder. Fifth, she would have looked at semiotics in relation to the advertisements and that might have helped

understand the elusive qualities that made her define an advertisement as for men or for women.

She does feel that this research could be improved and that somethings have been discovered in the course of this research that could be explored further. However, even with all these flaws, the researcher feels she has achieved what she set out to do in answering her research question.

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Appendix 1: *Modified activity categories from Kilbourne's coding categories*

Examples were taken from Conley and Ramsey's (2011) research because the researcher felt there data was more up to date and relevant than Kilbourne's video series.

Coding Category	Definition	Examples as Conley and Ramsey found
Passive	Model is presented in a passive pose	Model is laying on a couch
Active	Model is resented in an active pose, as if actively engaging in an activity	Model is tossing a golf ball
Defensive stance	Model is presented in a defensive stance, as if reacting to a physical attack (playful or otherwise)	Model is standing behind an object with a concerned look on her face, as if hiding from an attacker
Submissive	Model is in a submissive position to the other sex	Deale model is pinned down by a male model
Take up less space	Copy or image implies the model should take up less space (literally or figuratively)	A measuring tape is tightened around a female model's hips
Silenced	Copy indicates that model should be silenced or model's hand or clothes are deliberately covering mouth	Model's hand is over her mouth
Childlike	Model is style to resemble a child or is accompanied by copy suggesting model is a child	Model is on a swing set
Bondage	Model is presented in bonds or tied up in some way	Model is encompassed in a snow globe and her body is encircled by ribbons

Trivialising/glamorising violence	Copy or image portrays violence as sexually alluring or romantic, no concern shown for model who is portrayed as the victim	The copy “Blood is a mere decoration” accompanies a photo of a woman wearing only jeans and a bra falling to the ground
Flawlessness	Model has flawless skin and/or appears airbrushed	Extremely close-up of a female model’s face seems airbrushed to perfection
Literal objectification	Model is transformed/transforming into an object	A female model’s body dissolves into glitter
Dismemberment	Only one body part is shown or especially emphasised	Only a model’s nose, lips and chin are in the ad
Contempt for overweight people	Direct or explicit contempt for an overweight model	Ad portrays overweight models reasons for not losing weight as noncompelling excuses
Traditional gender roles	Model is shown enacting traditional gender roles (e.g. woman are cooking or cleaning, men are in an office setting or using tools)	Female model is holding dish soap and a sponge

Appendix 2: Content Analysis Test

collating ads with a physical product or a service, ignoring experiences					
magazine and issue			cover story	product	who is in ad
Sunday Times Style 18.3.18			John Legend - Men's fashion issue	Prada men's clothes	2 men
				Loro Piana	1 man
Sunday Times Culture 6.5.18			Interview with Christopher Nolan	Ikea fabric	na
RTE guide 7.4.18			Fair City	book "The list of real things"	na
				RTE guide Taste magazine	Holly Willoughby
				subscription offer for RTE guide	Nevan and Amelda Maguire, their 2 children, Miriam O'Callaghan
Guardian Saturday magazine 31.3.18			Kids re-wrtng family rules	Prada female perfume	young woman
				Jordan's cereal	na

				NatWest banking app	young woman
				Damart denim skirt	lower half of a young woman

are there People in ad? (real or drawings)			dominant colour of ad	if the Product features - dominant colour of product
is product featured?	what are people doing?	which of Kilbourne's modified categories do they fit?		
yes	looking moody		red, navy	na
yes	looking moody		grey scale	na
na	na		dark blue, white	na
yes	young woman in dress dancing		pale blue, red	na
yes	woman is smiling		pink and purple and chocolate brown	na
yes	all are smiling		woody brown	na
yes	standing with hands behind her back, looking into camera		pink, black, gold	gold, pink
na	na	na	black, blue, tan	blue, red

yes	she is relaxing in a gym and looking at her phone		purple, black	na
yes	standing on a beach		blue, pink, white	blue

Appendix 3: *The Irish Times Culture Magazine Coding Analysis*

Culture Magazine 09.12.17

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts, sponsored content, shops not advertising a specific product, ads for donations										
Cover Story: Idris Elba interview		Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
				Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
		Ikea dressing table	N/A	N/A	N/A	N/A	White, cream, light brown	Cream	Get ready for be with a nightly ritual that dreams are made of	N/A

Culture Magazine 11.02.18

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts, sponsored										
Cover Story: Maia Dunphy interview		Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
				Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
		Ikea children's beds	N/A	N/A	N/A	N/A	Blue, white, green	White, natural wood colour	the Kura instantly lets you switch things up and puts the fun back into bedtime, give your little ones space to play and to drea	Little ones

Culture Magazine 04.03.18

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts,										
Cover Story: Claire Foy interview		Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
				Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
		Ikea dressing table	N/A	N/A	N/A	N/A	White, cream, light brown	Cream	Get ready for be with a nightly ritual that dreams are made of	N/A

Culture Magazine 06.05.18

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts, sponsored content, shops not advertising a specific product, ads for donations										
		Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
Cover Story: Christopher Nolan interview				Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
		Ikea fabrics	N/A	N/A	N/A	N/A	Navy and white and natural wood colours	N/A	As unique as you are, wht if you could make a statement with just a few staples	You don't need four years of at school under your belt to express yourself

Culture Magazine 27.05.18

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts, sponsored content, shops not advertising a specific product, ads for donations										
Cover Story: Cathal Coughlan interview		Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
				Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
		Ikea duvet cover	N/A	N/A	N/A	N/A	Yellow, white, natural wood colours	Yellow and white	Let them show their wild side, bring ome sunshine to night time, with a fun yellow lion print you can rest assured that they'll wake up on the bright side. ready for	playful, wake up on the bright side

Appendix 4: RTE Guide Coding Analysis

RTE Guide 07.04.18

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts, sponsored content, shops not advertising a specific product, ads for donations										
		Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
Cover Story: Fair City actors interview				Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
		Book: the list of real things	Cartoon woman	Yes	Caught up in flying a kite	Active	Blue, red, white	Blue, white	From the Irish No. 1 bestselling author, a big-hearted story about love, loss and the magic of believing	N/A
		Off-plan property deposit refunds	Older man and woman	N/A	Man: holding money and using a calculator; Woman: reading a letter	Active	White, black, blue, red	N/A	Think you have lost your money?, all is not lost, no win no fee, we can help you reclaim your lost deposit	Did you buy a spanish property off plan from a developer? Did you lace a deposit, did the developer fail to complete? Did the developer go into liquidation or bankruptcy?
		Head and Shoulders supreme	Young woman	Yes	Looking at the viewer	Passive	White, blue, bown	White, blue, gold	Believe it or not it's head and shoulders, new supreme formula with argan oil, for luscious flake free hair	for luscious flake free hair

RTE Guide 05.05.18

Cover Story: Anna Daly interview	Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
			Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
	Liverpool FC 125h anniversary commemorative coin	N/A	N/A	N/A	N/A	Red, white, gold	Gold, red	Celebrate the landmark anniversary of Liverpool FC, limitation: 12,500 worldwide, pure 24 carat gold	N/A
	Sky TV and Sky fibre broadband	N/A	N/A	N/A	N/A	White, blue, red, orange	N/A	Bring your home to life	N/A

RTE Guide 19.05.18

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts, sponsored content, shops not advertising a specific product, ads for donations										
Cover Story: Anne Cassin interview		Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
				Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
		Anti Hist allergy	N/A	N/A	N/A	N/A	Green, white, red	Green, white, red	For the relief of allergic rhinitis and urticaria, all day allergy relief, for the relief of symptoms of hay fever and other allergic conditions, skin rashes or itchy watery eyes	N/A
		RTE Guide Taste	N/A	N/A	N/A	N/A	Blue, yellow	N/A	Filled with recipies, food stories and interviews	N/A
		Olay Total effects 7 in one	N/A	N/A	N/A	N/A	Black, white, gold	Black, gold	DNA or Olay, fights fine links, dark spots and dullness and helps dely signs of ageing, #ageless	We all know women who look years younger then they are

RTE Guide 02.06.18

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts, sponsored content, shops not advertising a specific product, ads for donations									
Cover Story: Glenda Gilson interview	Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
			Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
	Forever Ireland Heirloom men's watch	N/A	N/A	N/A	N/A	White, orange green, brown	Green, brown, gold	Limited to just 4,999 editions worldwide, expertly handcrafted, this unique men's watch is plated in rich gold and accented by a brown genuine leather strap	N/A
	Taste food festival	N/A	N/A	N/A	N/A	Green, pink, white	N/A	The ultimate food lovers festival, worldclass chefs, top restaurants, over 150 masterclasses	N/A
	Sky TV and Sky fibre broadband	N/A	N/A	N/A	N/A	White, blue, red, orange	N/A	Bring your home to life	N/A

Appendix 5: The Sunday Times Magazine Coding Analysis

Sunday Times Magazine 10.12.17

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts, sponsored content, shops not advertising a specific product, ads for donations									
Cover Story: Dara O'Briain Star Wars story	Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
			Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
	KaVaLan single malt whiskey	N/A	N/A	N/A	N/A	Black, silver, tan, white	Silver, white	Aged in Taiwan with the finest casks, Pure Taiwan	N/A
	Jaguar XE	N/A	N/A	N/A	N/A	Black, white, red, grey	N/A	It seems we've made quite the impression, Crowned the best compact executive saloon for the third year running	N/A
	Fortnum and Mason's Fortnum's hamper	Cartoon of chef (male)	Yes	Chef is popping out of a box like a jack-in-the-box	Active	Turquoise, white, red	Tan, brown	Christmas is served, nothing sets off the starting pistol to christmas like a hamper from Fortnum and Mason, Packed full of delicious and delightful from Fortnum's Food Halls	N/A
	Technics Ottava forte C70	N/A	N/A	N/A	N/A	White, black, grey	Black and silver	Incredible sound on your terms, high resolution audio capability into a surprisingly compact system, listen to all the things you love any way you like, effortlessly	N/A
	Dobbies	N/A	N/A	N/A	N/A	White, green, red, gold	N/A	Helping you add the finishing touches	N/A
	Boots electrical beauty	N/A	N/A	N/A	N/A	White, blue, pink, rose gold	N/A	save up to half price on electrical beauty	N/A
	Waitrose	N/A	N/A	N/A	N/A	White, red, silver,	N/A	For when you want party food to please everyone, a whole range of moreish morsels for effortless entertaining	N/A

	Vodafone Pay As You Go 1	Middle aged man (not main photo)	N/A	Laughing at his phone while eating nuts	Active	White, red, brown green	N/A	Limit your spend not your chat, never pay more than £1 a day, the rest is on us	N/A
	Harvey John Kitchens	N/A	N/A	N/A	N/A	Navy, white, natural wood colours	N/A	N/A	N/A
	Ford Kuga	N/A	N/A	N/A	N/A	Blue, white, grey	N/A	Together we go further	N/A
	Co op chocolate yule log	N/A	N/A	N/A	N/A	White, blue, chocolate brown	Chocolate brown	The original Christmas showstopper, spoil guests with our irresistible chocolate Yule log	N/A
	Lidl	N/A	N/A	N/A	N/A	Dark blue, white, pink, yellow	N/A	We've got every Lidl thing for christmas	N/A
	Lidl	N/A	N/A	N/A	N/A	Dark blue, white, yellow, red	N/A	We've got every Lidl thing for christmas	N/A
	Spark drone	Young girl	Yes	Putting a star on top of a christmas tree	Active	Green, white, brown	Green and black	Above the ordinary, a palm sized drone so small and easy to use that you can actually focus on making memorable moments	N/A
	Sarsons malt vinegar	N/A	N/A	N/A	N/A	Blue, brown, red, yellow	Red	Matured seven times longer for a rich and round taste	N/A
	Kenwood food mixer	N/A	N/A	N/A	N/A	White, grey, silver	silver	Lighten the load, food made better with kenwood	N/A
	Lurpak butter	Middle aged man	Yes	Sieveing icing sugar over a christmas cake	Active	White, silver, red, green	Silver, red, blue	We've waited all year for this	N/A
	Neville Johnson	N/A	N/A	N/A	N/A	White, natural wood colours, brown	N/A	Handcrafted bespoke furniture, bespoke british furniture	N/A
	Harry's shaving club	N/A	N/A	N/A	N/A	White, grey, black, orange, navy,	N/A	A firm jawline, who knew	N/A
	Damart corduroy skirt	woman	Yes	Standing	Dismembered	Pnk, white, light blue, brown	N/A	Stylish and super flattering, this pure cotton corduroy skirt is simply perfect for winter, five gorgeous colours, try free from the comfort of your own home	N/A
	The Sunday Times wine club "Il Brutto"	N/A	N/A	N/A	N/A	Lime green, black, red	red, white, black	Heirloom red saved from the bulldozers	N/A
	Specsavers	Young woman	Yes	Looking at the viewer	Passive	Black, white, red,	N/A	New collection	N/A

Sunday Times Magazine 21.01.18

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts, sponsored content, shops not advertising a specific product, ads for donations										
Cover Story: Denzel Washington interview		Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
				Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
		Specavers	Middle aged man	Yes	Looking at the viewer	Passive	Dark blue, navy, white, green	N/A	Take a close (or long) look at this deal	N/A
		Lindt	Middle aged man (not main photo)	Yes	Looking at chocolate	Active	Chocolate brown, wite, gold	White, black	Discover excellence, a little taste of luxury, richly sophisticated intense dark chocolate	N/A
		Neville Johnson	N/A	N/A	N/A	N/A	Grey, white, natural wood colours	N/A	Handcrafted bespoke furniture, bespoke british furniture	N/A
		Whitewall photo lab	N/A	N/A	N/A	N/A	White, black, natural wood colours	N/A	Best photo lab worldwide, fill your walls with picture perfect memories with gallery quality prints from Whitewall	N/A
		Gusto Organic real cola	N/A	N/A	N/A	N/A	White, black, purple, pink white, black	White, black, pink, purple	For real cola nuts, the UK's number 1 ethical cola	N/A
		Culturelle Biotics	Young woman	Yes (both tablets and packaging)	Holding up a tablet and looking at the viewer	Passive (woman is actually out of focus)	White, yellow, purple	yellow, purple, white	Good health starts with a balance of digestive bacteria, there are 10 billion reasons to choose Culturelle, the No. 1 selling probiotic supplement brand worldwide	Feeling out of sorts
		Loaf	Woman and Child	Yes	Sitting on couch; woman is reading and child is knitting	Active	White, pink, blue, black	N/A	Our lttle sale ends 31st January	N/A
		Chesneys Fireside	N/A	N/A	N/A	N/A	White, dark grey, natural wood colours	Black	N/A	N/A
		Strachan fine furniture	N/A	N/A	N/A	N/A	Dark green white, cream, natural wood colours	N/A	there's never been a better time to invest in our luxury fitted furnture, what ever your vision may be, our expert designers will help you realise it to perfection	N/A
		Serious Readers Serious Light	N/A	N/A	N/A	N/A	White, black, dark blue, red	Black	Up to ten times more light on your page than a traditional filament bulb, reading is easier, faster and more enjoyable, 5 year guranteee,	Our light are used by surgeons, forensic scientists and fine art restorers
		Vodafone Pay As You Go 1	Middle aged man (not main photo)	N/A	Lauging at his phone while eating nuts	Active	White, red, brown green	N/A	Limit your spend not your chat, never pay more than £1 a day, the rest is on us	N/A

Sunday Times Magazine 11.02.18

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts, sponsored content, shops not advertising a specific product, ads for donations									
Cover Story: Horrible Histories explained	Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of	Top 5 phrases used:	
			Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
	Fortnum and Mason Champagne and chocolate gift box	One cartoon box has sprouted arms and legs, another just legs	Yes	The boxes seem to be embracing	Literally objectified	Turquoise, gold, white	Turquoise, tan	Don't count on Cupid, we know that when it comes to St. Valentine's, it's never just the thought that counts, because we believe you can hurry love, we offer gauranteed next day delivery	N/A
	Jaguar I PACE	N/A	N/A	N/A	N/A	Black, White, dark grey	N/A	They say it's the quiet ones you need to watch, our first all- electric sports car	N/A
	Sky TV	Several Tv characters	N/A	N/A	N/A	White, red blue, dark purple	N/A	Add over 400 of our latest Box Sets to new Sky Entertainment	New and existing couples
	Toyota Yaris Hybrid Icon Tech and financing offer	N/A	N/A	N/A	N/A	Blue, white	N/A	Interest heightened? Happily our isn't	N/A
	Ford Ecosport	N/A	N/A	N/A	N/A	Blue, white	N/A	Together we go further, £500 pound customer saving whe you test drive our latest small SUV	N/A
	Lindor Bliss strawberrires and cream	Middle aged man, young boy	Yes	Working with chocolate	Active	Red, white, pink	Pink and white	You choose the movement, we'll provide the bliss	N/A
	Neville Johnson	Middle aged man	Yes	Sitting at a desk looking at a computer	Active	Dark grey, pale purple, white, cream, natural wood colours	N/A	Bespoke British furniture, designed, crafted, guaranteed, investing in high uality bespoke furniture	N/A

	Quooker flex tap	Female teenager	Yes	Filling a pot with boiling water to cook pasta	Active, traditional gender roles	White, red, grey, natural wood colours	Silver	The Flex is Quooker's latest innovation, the world's first 100 degree boiling water tap, equipped with a flexible pull out hose for hold cold and filtered cold water, 100% safe to use	N/A
	Hovis lower carb wholemeal bread	N/A	N/A	N/A	N/A	Green yellow and range	Green, yellow and tan	Great Hovis taste, just fewer carbs	N/A
	Chesneys Fireside	N/A	N/A	N/A	N/A	White, dark grey, natural wood colours	Black	N/A	N/A
	HSL furniture	Older woman and young woman, middle aged woman	Yes	Young woman is explaining the chair functions to the older woman; middle aged woman is looking at the viewer	Active (older and younger woman); passive (middle aged woman)	White, purple, brown, natural wood colour	N/A	Your chair designed to fit you	N/A
	Furniture Village	Middle aged woman	Yes	Reading a magazine on a couch	Active	White, red, brown, blue	N/A	Live beautifully for less	N/A
	Facebook for business	Middle aged man	N/A	Looking at the viewer	Passive	White, black, yellow, silver	N/A	We do help him sell pints to customers all around the world, Lets get to work	N/A

Sunday Times Magazine 26.02.18

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts, sponsored content, shops not advertising a specific product, ads for donations									
Cover Story: Rose McGowan interview	Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of	Top 5 phrases used:	
			Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
	Hiscox home insurance	N/A	N/A	N/A	N/A	Black, white, red	N/A	In case that eternity ring isn't round forever, with Hiscox home insurance there is no need to accessorise with a second policy for high value items	N/A
	Fortnum and Mason Royal Blend Tea	N/A	N/A	N/A	N/A	Turquoise, white, dark blue	Turquoise and white	The mother of all teas, from that splendid blend of the two comes a smooth honey like flavour that still sets the benchmark for tea, 100 years later	Fit for your queen this mothering Sunday
	Peugeot SUV range	N/A	N/A	N/A	N/A	Orange tones, white, silver	N/A	From dust to roads, experience the winning Peugeot SUV range	N/A
	Toyota	Three children	No	Pushing a racing cart	Active, possibly traditional gender roles (unclear if any of the children are girls)	White, dark grey, yellow, red	N/A	Our road to the podium starts here, start your impossible	N/A
	Sky TV	Several Tv characters	N/A	N/A	N/A	White, red blue, dark purple	N/A	Add over 400 of our latest Box Sets to new Sky Entertainment	New and existing couples
	Jaguar E-Pace	Men and women blurred in background	Yes	Walking	Active	Red, black, white, grey	N/A	Time to bend the rules, a daring mix of F-TYPE inspired design, trademark Jaguar performance and everyday practicality, sports car DNA and distinctive Jaguar roar	N/A
	George Foreman grills	N/A	N/A	N/A	N/A	Black, white, tan	Black	This George can	N/A

	Nutmeg digital wealth management	Two young men	N/A	Both on a beach. One is sitting up listening to music, the other has his head in number one's lap and is reading a tablet.	Active	Blue, white, green, sand colour	N/A	Technology connects us to far more for less, same for my investments, high quality wealth management service with an award winning digital experience	N/A
	Beathe film on DVD	Young man and woman	Yes	Hugging, about to kiss	Active	Blue, white, pink	Blue, white	The perfect gift this mother's day	N/A
	TePe interdental brushes	Woman	Yes	N/A	Dismembered (we only see models nose, lips and neck)	Turquoise, dark blue, red, skincolour	Turquoise, white	A TePe can get you 100% clean, no wonder 94% of dental hygienists recommend them	N/A
	Chesneys Fireside	N/A	N/A	N/A	N/A	White, dark grey, natural wood colours	Black	N/A	N/A
	Furniture village	N/A	N/A	N/A	N/A	Red, white, cream, grey, blue	N/A	Don't lounge about, last few days to save	N/A
	Facebook business	Young woman	N/A	Sitting down looking at viewer	Passive	White, black, red	N/A	We can't craft bike friendly bags like Jacqui can but we helped her open up shop halfway around the world, let's get yo work	N/A

Sunday Times Magazine 18.03.18

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts, sponsored content, shops not advertising a specific product, ads for donations									
Cover Story: Jodie Whitaker, first female Dotor Who, interview	Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
			Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
	Woodland Trust	N/A	N/A	N/A	N/A	Light blue, green	N/A	We are the Woodland Trust, Do a good thing this spring, Protecting ancient woods and trees is actually pretty hard work, so we could do with some help	N/A
	Peugeot SUV range	N/A	N/A	N/A	N/A	Orange tones, white, silver	N/A	From dust to roads, exerience the winning Peugeot SUV range	N/A
	Toyota Yaris Hybrid Icon Tech and financing offer	N/A	N/A	N/A	N/A	Blue, white	N/A	Interest heightened? Happily our isn't	N/A
	Lidl spring wine offers	N/A	N/A	N/A	N/A	Turquoise, light blue	N/A	Delicious wines for all tastes	N/A
	Jordans low sugar granola	N/A	N/A	N/A	N/A	Black, tan, blue, white	Blue, white, yellow	Ready set low	N/A
	Vodafone home broadband	N/A	N/A	N/A	N/A	Galaxy colors, black, red, white	Black, blue	Superfast 1 home broadband, unlimite fibre, 18 months for our mobile customers, the future is exciting	N/A

	Co op funeral care	Middle aged woman	N/A	N/A	N/A	Grey, white, blue	N/A	Whether you need us tomorrow or in 10 years time, we're right by you with over 1000 funeral homes over the UK we'll always be right there when you need us	N/A
	Sharps	Young woman	Yes	Looking at the room	Passive	Grey, white, green	N/A	Beautifully organise, stunning bespoke fitted wardrobes with clever storage solution, expertly install everything to fit the exact contours of your room	N/A
	Aldi Easter eggs	N/A	N/A	N/A	N/A	Blue, dark grey	N/A	Crafted by chocolatiers enjoyed by chocoholics	Chocoholic
	Harry's shaving club	N/A	N/A	N/A	N/A	White, grey, black, orange, navy, dark green	N/A	Get shaved not fleeced	N/A
	Lindt gold bunny	Middle aged man (not main photo)	Yes	Fixing a bell around the bunny	Active	Gold, pink and red colours, white	Gold	Find the magic, find the Lindt gold bunny, Lindt gold bunny special editions inspired by spring, lovingly created by Lindt master chocolatier	N/A
	Strachan fine furniture	Picture of women in the main photo	Yes	Posing, looking at the viewer	Passive, possibly flawless	White, dark purple, dark red	N/A	Luxury bespoke fitted furniture designed just for you, British design and manufacturing,	N/A
	Loaf	woman, child	Yes	Sitting, reading a paper (woman), standing on sofa with back to viewer (child)	Active (both)	White, black, blue, yellow	N/A	N/A	N/A

	Martin Moore	N/A	N/A	N/A	N/A	White, cream, natural wood colours	N/A	Classic English design	N/A
	Neville Johnson	N/A	N/A	N/A	N/A	White, cream, dark grey, natural wood colour	N/A	Transform your existing staircase in just 48 hours, no mess, no fuss no building work	N/A
	Waitrose essentials range	N/A	N/A	N/A	N/A	White, black, red, green, tan	N/A	Why compromise on the food you eat most often	N/A

Sunday Times Magazine 16.04.18

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts, sponsored content, shops not advertising a specific product, ads for donations									
Cover Story: Ronan Farrow interview about Harvey Weinstein	Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
			Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
	Solgar Magasorb Vitamin B- Complex	Man and woman	Yes	Look like they're running	Active, dismembered	White, gold, black	Gold and brown	Charge you inner energy, a unique formula that rovde you with essential nutrients	N/A
	Sky TV and Broadband	N/A	N/A	N/A	N/A	White, blue, orange, black	N/A	Amazing value, get Sky TV and unlimited broadband	N/A
	NatWest Invest	N/A	N/A	N/A	N/A	Purple, grey, white, red	N/A	Choosing the right investment path has never been so simple, an online platform that cn provide automated advice to guide your investment decisions	N/A
	Audi A7	N/A	N/A	N/A	N/A	Black, white, red	N/A	A 292 lightbulb moment	N/A
	Sharps	Young woman	Yes	Walking	Active	White, grey, green	N/A	The perfect place, stunning bespoke fitted wardobes, clever storage solutions	N/A
	Farrow and Ball paint	N/A	N/A	N/A	N/A	Light to dark blue, plum, white	N/A	More than colour, there's an exat science to combining the finest quality ingredients within our closely guarded formulas. Extraordinary depth and lasting finish	N/A

	Alflorex Precision Biotics	Woman	Yes	Holding toilet paper as if it is a handbag	Dismembered, objectification	Blue, white, green, navy	White, green, blue	Give the restroom a rest, clinically tested in people with unpredictable bowel movements, abdominal pain, bloating and gas, Number 1 doctor and gastroenterologist recommended live culture in the	N/A
	Quooker flex tap	Woman	Yes	Washing vegetables	Active, traditional gender roles	White, red, navy, silver	Silver	The Flex is Quooker's latest innovation, the world's first 100 degree boiling water tap, equipped with a flexible pull out hose for hold cold and filtered cold water, 100% safe to use	N/A
	The Sunday Times Wine Club	N/A	N/A	N/A	N/A	Orange, green, black	N/A	Behind every great wine is a story, a rarefied environment ideal for rich fruity reds with complex aromas,	N/A
	Martin Moore	N/A	N/A	N/A	N/A	White, cream, light blue	N/A	Classic English design	N/A
	Chesneys fireside	N/A	N/A	N/A	N/A	Cream, white, black, dark natural wood	N/A	N/A	N/A
	Willow and Hall	N/A	N/A	N/A	N/A	White, brown, grey, green	N/A	Beautifully British handmade furniture, customised by you to suit your style and comfort	N/A
	Neville Johnson	N/A	N/A	N/A	N/A	Grey, white, natural wood colours	N/A	Handcrafted bespoke furniture, bespoke British furniture, high quality bespoke furniture	N/A

Sunday Times Magazine 22.04.18

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts,									
Cover Story: Ronan Farrow interview about Harvey Weinstein	Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
			Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
	Furniture Village	N/A	N/A	N/A	N/A	White, dark grey, green,	N/A	Fresh spring savings	N/A
	Cazenove Capital	N/A	N/A	N/A	N/A	Greyscale	N/A	Some of our clients prefer to meet outside our offices, so we go to them, whatever lifestyle you envisage for your retirement we'll talk to you about you plns in the way that suits you best	N/A
	Fortnum and Mason Ruby Chocolate	Cartoon of a chef (male)	Yes	Announcing the chocolate	Active	Turquoise, white, pink	White, pink, turquoise	A food innovation debuts this week at Fortnum's, after 13 years research experts have unlocked the inherent ruby quality present in cacao beans	N/A
	Waitrose raw extra large king prawns	N/A	N/A	N/A	N/A	Grey, pink, green	Pink	Beautifully simple prawn spaghetti with lime and chilli	N/A
	Cuprinol paint	N/A	N/A	N/A	N/A	Cream, purple	N/A	Make your garden a shade more interesting	N/A
	Vitality Health insurance	Mickey Mouse	N/A	Dancing	Active	Red, white	N/A	bringing you simple and fun ideas to keep your family active, eating well and learning life- long healthy habits	N/A
	Vodafone home broadband	N/A	N/A	N/A	N/A	Galaxy colors, black, red, white	Black, blue	Superfast 1 home broadband, unlimite fibre, 18 months for our mobile customers, the future is exciting	N/A

	Lindt Excellence chocolate	N/A	N/A	N/A	N/A	Chocolate brown, white, gold	Chocolte brown	A little taste of luxury, our richly sophisticated intense dark chocolate	N/A
	NatWest Invest	N/A	N/A	N/A	N/A	Purple, grey, white, red	N/A	Choosing the right investment path has never been so simple, an online platform that cn provide automated advice to guide your investment decisions	N/A
	Quooker flex tap	Young boy	Yes	Filling up glasses	Active	White, red, black, silver	Silver	The Flex is Quooker's latest innovation, the world's first 100 degree boiling water tap, equipped with a flexible pull out hose for hold cold and filtered cold water, 100% safe to use	N/A
	Hovis Lower Carb	N/A	N/A	N/A	N/A	Green, purple, light brown	Green, purple, brown	Fall back in love with bread, great Hovis taste, just fewer carbs	N/A
	Neville Johnson	N/A	N/A	N/A	N/A	Grey, white, green	N/A	Handcrafted bespoke furniture, bespoke British furniture, high quality bespoke furniture	N/A
	Strachan Fine Furniture	N/A	N/A	N/A	N/A	White, plum, natural wood	N/A	luxury bespoke fitted furniture designed jut for you, British design and manufacturing,	N/A
	Martin Moore	N/A	N/A	N/A	N/A	White, cream, light blue	N/A	Classic English design	N/A
	Sky Q	N/A	N/A	N/A	N/A	Purple, blue, black, silver, white, red	Black, silver, blue	TV reborn	N/A

Sunday Times Magazine 01.04.18

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts, sponsored content, shops not advertising a specific product, ads for donations										
Cover Story: Andrew Morton interviews Meghan Markle		Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
				Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
		Hiscox home insurance	N/A	N/A	N/A	N/A	Black, red, white	N/A	There's one thing we like to see broke: new ground, we're here to ensure your dream home becomes a reality	N/A
		Google Home at John Lewis	N/A	N/A	N/A	N/A	Yellow, white, grey	Grey and white	Google Home mini is powered by Google Assistant to give you a little hands free help at home	N/A
		Kitchenaid mixer at John Lewis	N/A	N/A	N/A	N/A	Blue, silver, red, white	N/A	Beautifully designed and built to last, the perfect kitchen companion for budding bakers and professional chefs alike	Budding bakers, professional chefs
		NatWest Invest	N/A	N/A	N/A	N/A	Purple, grey, white, red	N/A	Choosing the right investment path has never been so simple, an online platform that can provide automated advice to guide your investment	N/A
		Victoria Plum	N/A	N/A	N/A	N/A	Dark purple, white, black	N/A	Classic relaxation, inspirational bathrooms at affordable prices	N/A
		Co-operative Funeralcare	Middle aged man	N/A	Man is sitting at a table, looking at the viewer	Passive	Light blue, grey, white	N/A	If you die, are you leaving it all to someone else, you can plan and pay for your funeral in advance, so let's do right by you and your loved ones, low cost instalment plans from £16.54 a month	N/A
		Loaf furniture	Woman and a girl	Yes	Sitting reading (woman), standing fixing a sign (girl)	Active	Green, white, black	N/A	N/A	N/A
		Barlow Tyrie	N/A	N/A	N/A	N/A	White, pale grey-blue, sunset colours	N/A	Crafting exceptional outdoor furniture since 1920, recipient of nineteen international design excellence awards	N/A

		Topps tiles	N/A	N/A	N/A	N/A	White navy, dark blue	N/A	Think you know Topps Tiles, experiment with different laying patterns with the Dartrey Rhombus tile	N/A
		Jordans Crunchy Oat Granola	N/A	N/A	N/A	N/A	Black, orange, white	Orange, white	High five to high fibre	N/A
		Willow and Hall	N/A	N/A	N/A	N/A	White, grey, green	N/A	Customised by you to suit your style and comfort	N/A
		Strachan Fine Furniture	N/A	N/A	N/A	N/A	Dark natural wood, cream	N/A	Bespoke fitted furniture now even more desirable, accomodate your guests in style with a Strachan space saving wall bed	N/A
		Chesneys fireside	N/A	N/A	N/A	N/A	Cream, white, black, dark natural wood	N/A	N/A	N/A
		HSL furniture	Small photo of older woman and younger woman; headshot of middle aged woman	Yes	Young womn is explaining the chair to the older woman; middle aged woman is looking at the viewer	Active (young and old woman); passive (middle aged woman)	Cream, grey, white	N/A	Make sitting and rising easier, provide true comfort, good posture, support, personal fit	N/A
		Neville Johnson furniture	N/A	N/A	N/A	N/A	Dark grey-blue, cream, naturl wood colour	N/A	handcrated bespoke furniture, bespoke british furniture, high quality bespoke furniture	N/A
		Cuprinol	N/A	N/A	N/A	N/A	Cream, green	N/A	Make your garden a shade more interesting, transform and protect your garden for 6 years	N/A

Sunday Times Magazine 08.04.18

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts,									
Cover Story: Jacinda Arden interview	Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
			Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
	Sky Q	N/A	N/A	N/A	N/A	Purple, pink, black, silver, blue, white	Black, silver, blue	The future of tv	N/A
	Fortnum and Mason English Mint Infusion	N/A	N/A	N/A	N/A	Mint, purple, white, green	Gold, green	Brace yourselves for an extraordinary cup, proud of our roots, every leaf in our famous teas and infusions is carefully sourced	N/A
	NatWest Invest	N/A	N/A	N/A	N/A	Purple, grey, white, red	N/A	Choosing the right investment path has never been so simple, an online platform that can provide automated advice to guide your investment decisions	N/A
	Hilarys	N/A	N/A	N/A	N/A	White, dark blue	N/A	Wear your heart on your windows, don't just like your blinds, love them	N/A
	Aptamil flow on milk	Woman and toddler	Yes	Walking on a beach holding hands	Active, traditional gender roles	White, dark blue	White, dark blue, purple	Inspired by 40 years of breast milk research, our most advanced formula yet	Their future starts today
	Lidl spring wine tour	N/A	N/A	N/A	N/A	White, green, rose	N/A	N/A	N/A
	Vitality Health insurance	Mickey Mouse	N/A	Dancing	Active	Red, white	N/A	bringing you simple and fun ideas to keep your family active, eating well and learning life-long healthy habits	N/A
	Dermalex Rosacea treatment	Young woman	Yes	Looking at the viewer	Passive	White, pink	White, pink, dark blue	Steroid free and proven to repair and strengthen the skin barrier,	95% notice a reduction in redness
	Costa Coffee flat whites	N/A	N/A	N/A	N/A	Red, light brown, dark brown	Coffee coloured	Not all flat whites are created equal, at Costa the flat white is every expert barista's pride and joy,	N/A

	Furniture Village	Young woman	Yes	Sitting on a couch	Passive	Cream, white, blue,	N/A	Extras Easter savings on leading brands	N/A
	Kenwood mixers	N/A	N/A	N/A	N/A	Black, brown, white	Silver	Power that gets you through	N/A
	Scotch beef	N/A	N/A	N/A	N/A	Dark grey, natural wood colours, brown, pink	Brown, pink	There's beef, then there's scotch beef.	N/A
	Loaf	Woman and child	Yes	Sitting on a couch rearing a paper (woman), standing on couch (child)	Active	White, dark blue, yellow	N/A	N/A	N/A
	Kitchen Magic	N/A	N/A	N/A	N/A	Green, white, natural wood colours	N/A	Bring new life to your kitchen, Kitchen Magic believe in giving you value for money	N/A
	Artigiano clothing	Young woman	Yes	Ignoring the viewer	Passive	White, light blue	Blue and white	The perfect Italian jersey dress, yours for only £69, Italian style straight to your door, The perfect spring dress	N/A
	WHSmith book club	N/A (person on cover of book, maybe man)	Yes	Walking	Active	Green, yellow	Green, blue, yellow	Stylish literary crime at its best,	N/A
	Cazenove Capital	N/A	N/A	N/A	N/A	Greyscale	N/A	Some of our clients prefer to meet outside our offices, so we go to them, whatever lifestyle you envisage for your retirement we'll talk to you about you pins in the way that suits you best	N/A

Appendix 6: The Sunday Times Style Magazine Coding Analysis

Style 17.12.17

Collating ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts, sponsored content, shops not advertising a specific product										
Cover Story: How to refresh your work wardrobe		Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
				Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
		Chanel No. 5	Young woman	Yes	Looking at the viewer	Passive	Skincolour (caucasian)	White, black	N/A	N/A
		Moët and Chandon champagne	N/A	N/A	N/A	N/A	Black, gold, white	Black, gold	N/A	N/A
		Gucci Bloom	Three young women	Yes	Looking at the viewer, standing in a garden full of flowers	Passive	Pink, green,	Pink, white, black	N/A	N/A
		Prada Candy (perfume)	Young woman	Yes	Lying down, looking at the viewer	Passive	White, pink	Pink, gold	N/A	N/A
		Mont Blanc perfume	Young man	Yes	Looking at the viewer	Passive	Greyscale	Greyscale	N/A	N/A
		Jo Malone	Man and woman	Yes	Sitting down, looking at viewer	Active (man), passive (woman)	Multicoloured	Cream and black box	N/A	N/A
		Amazon Echo Dot	N/A	N/A	N/A	N/A	White, black	Blue, black	Ask Alexa to control your smart home, simply by using yu voice	N/A
		Missoni perfume	Young man	Yes	Looking at the viewer	Passive	Greyscale	Black, red, gold	N/A	N/A
		Harry's shaving company	N/A	N/A	N/A	N/A	Grey, blue, orange	orange, silver, white, blue	N/A	N/A
		OGX Shampoo	N/A	N/A	N/A	N/A	Pale purple, green, white	Gold, pale purple	Sulfate free, slows prematue fade and locks in colour, high potency blend, salon perfect that lasts	N/A
		Dolce and Gabbana perfume	Young woman	Yes	Sitting down, looking at viewer	Passive	Black, skincolour (caucasian), gold	Gold	N/A	N/A

Style 14.01.18

Collating ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts, sponsored content										
Cover Story: Dolly Aldrton's dating chronicles		Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
				Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
		Herbal Essences	Cartoon of woman	Yes	Walking	Active	Blue, white	Blue	No parabens, no colourants, no gluten, no parffin	N/A
		Sorel	Woman	Yes	Jumpng, ignoring the viewer	Active	White, navy,	Red	N/A	Joan of Arctic
		Craig Green	N/A	N/A	N/A	N/A	Dark grey, turquoise, orange	N/A	N/A	N/A
		Lanson Champagne	Woman	Yes	Running	Active	Pink, white, gold	White, Gold	Crafted with care	N/A
		Sea Folly Australia	Young woman	Yes	Walking and looking at the viewer	Active	Pale blue, pink	N/A	N/A	N/A
		Leon Rosemary Water	N/A	N/A	N/A	N/A	White, green	White, green	World's only drink containing pure, fresh rosemary extract, find out more about the health benefits of rosemary water	N/A
		Volkswagen Tiguan Allspace	Man, woman, child	Yes	Child is running, woman is looking at the child and man is locking and looking at the car	Active	Blue, green, grey, silver	N/A	Available with seven seats and endless adventures, make an impression time after time with the whole family in tow, SUV that combines style and outstanding quality, comfort of home on the road, low rate financing.	They have/want a family as well as comfort and style in their car

Collating ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts, sponsored content										
Cover Story: Saoirse Ronan interview		Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
				Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
		Tiffany and Co	A woman?	Yes	Back to the viewer	Objectified, dismembered	Blue and greyscale	N/A	N/A	N/A
		Ralph Lauren clothing	Young woman	Yes	Looking at the viewer	Passive	White and dark blue	N/A	N/A	N/A
		Hyundai Kona SUV	Young woman	Yes	Woman leaning against car, ignoring viewer	Passive	Red, dark blue, green	Red	All new,	N/A
		Emporio Armani watches	Young man (Shawn Mendes)	Yes	Being active	Active	Greyscale, blue	Grey, dark blue	N/A	N/A
		Ernest Jones jewellery	Man and woman	Yes	Looking at each other, laughing and smiling	Active	Greyscale, pale purple	Silver	N/A	"You stole my heart and I'll let you keep it"
		Issey Miyake perfume	Just perfume bottle	N/A	N/A	N/A	White, pink	Pink	N/A	N/A
		Nokia smartwatch	Two arms	Yes	Arms are holding hands	Dismembered, objectified	Greyscale, pink	N/A (greyscale)	Beautifully designed, know yourself, accurately track your heart, activity and sleep data, 100% heart	N/A
		River Island	Young woman	Yes	Holding necklace, looking at viewer	Passive	Pink, white, black,	N/A	Labels are for clothes	Best kept glam, handles own business, 100% boss
		Herbal Essences	Cartoon of woman	Yes	Walking	Active	Blue, white	Blue	No parabens, no colourants, no gluten, no parffin	N/A
		Prada perfume	Young woman	Yes	Looking at the viewer	Passive	Black, pale pink, white	Pink and gold	N/A	N/A

Style 11.03.18

Collating ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts, sponsored content										
Cover Story: Tracy Ellis Ross interview		Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
				Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
		Salvatore Ferragamo	Young woman	Yes	Looking at the viewer	Passive	Greyscale	Greyscale	N/A	N/A
		Coach	Young woman	Yes	Sitting on a fire escape, looking at viewer	Passive	Peachy-overtones, black	N/A	N/A	N/A
		Lanson champagne	N/A	N/A	N/A	N/A	Black, green, pink	Green (bottle colour), pink	The perfect start, words alone are not enough, UK's best tsting rose champagne, crafted with care	N/A
		Paper London	Woman's torso, arms and legs	Yes	Lying down, clenching hands	Dismembered	Red, black	N/A	N/A	N/A
		Bobbi Brown foundation	4 young women	Yes	Looking at the viewer, holdin the product	Passive	Skintones	Black	Flawless coverage, natrual yet matte, smooth and blendable, second skin feel, 30 shades	N/A
		Narciso Rodriguez	Young woman	Yes	Looking at the viewer	Paassive	Greyscale, pink	pink	N/A	N/A
		Pandora	Young woman	Yes	Looking at the viewer	Passive	Black, pale yellow	N/A	N/A	Do shine bright
		Clarins Extra Firming Day and Night	N/A	N/A	N/A	N/A	Pink, gold, white, green	Pink, gold	Visibly lifts, firms and nourishes skin, 10 active plant extracts, visibly improves skin's firmness and smooth fine lines	Put the spring back into your skin
		Geox Respira	Young woman	Yes	Leaning on a box, ignoring viewer	Passive, dismembered	White, navy, blue	tan, black	N/A	N/A
		Herbal Essences	Cartoon of woman	Yes	Walking	Active	Blue, white	Blue	No parabens, no colourants, no gluten, no parffin	N/A
		Elizabeth Arden lipstick	Mature woman (Reese Witherspoon)	Yes	Looking at the viewer	Passive	White, black, red	Red, gold	Empowering women toady	Wear the lipstick as a symbol of solidarity
		Miu Miu	Two young women	Yes	Sitting down looking at the viewer	Passive	Black, cream, blue, sandy	N/A	N/A	N/A

Style 18.03.18

Collating ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts										
Cover Story: John Legend interview; men's style issue		Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
				Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
		Prada	Two men	Yes	Posing, ignoring the viewer	Passive	Red, navy white	N/A	N/A	N/A
		Loro Piana	Man	Yes	Relaxing, ignoring viewer	Passive	Greyscale	Greyscale	N/A	N/A
		Tag Heuer	Man	Yes	Sitting down looking at viewer	Passive	Navy	Brown, silver	taste for adventure, panache and elegance, don't crack under ressure	Don't crack under pressure, elegance, panache and adventure
		Gucci	Man, two children	Yes	Looking at viewer, children are playing	Passive, children are active	Grey, terracotta, green	N/A	N/A	N/A
		Dior	Man	Yes	Ignoring viewer	Passive	Red, black	N/A	N/A	N/A
		Pal Zileri	young man	Yes	Walking in a field	Active	Navy	Navy	N/A	N/A
		The Kooples	Young man	Yes	Standing, ignoring viewer	Passive	Grey, blue, white, black	N/A	N/A	N/A
		Shay and Blue	Product and black tulips	N/A	N/A	N/A	Black, blue, gold	Blue, gold	N/A	N/A
		Dunne	Young man	Yes	Running, looking at the viewer	Active	White, navy, golden	N/A	N/A	N/A
		Joules	Woman	Yes	Eating ice cream, looking at viewer	Active	White, cream, dark pink	N/A	Destination style	N/A
		Harry's	N/A	N/A	N/A	N/A	Bluey-green	Orange, green, navy	shaved, not fleeced	N/A
		Herbal Essences	Cartoon of woman	Yes	Walking	Active	Blue, white	Blue	No parabens, no colourants, no gluten, no parffin	N/A
		Chanel perfume	Young woman	Yes	Looking at the viewer	Passive, flawless	Pink, white	White, gold, pink	N/A	N/A

Style 22.04.18

Collating ads with a physical product or a service, ignoring experiences, tv shows,										
Cover Story: Jerry Hall interview		Product	Who is in the ad	Are there people in ad? (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
				Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
		Lancome Renergie Multi Glow	Middle aged woman	Yes	Looking at viewer	Passive	Pale pink, white, purple	Purple	Radiance, plumpness, firmness, revive your skin's energy, rosy glowing skin	Women 60 plus, skin will feel firmer and energised
		Acqua di Parma	N/A	N/A	N/A	N/A	Blue, yellow, white, green	Blue, white	Exclusive to John Lewis	N/A
		Paper London	Woman's arms	Yes	N/A	Dismembered	Cream, black	black and white	N/A	N/A
		Clairins Extra Firming Day and Night	N/A	N/A	N/A	N/A	Peach, white, red	Peach, gold	Visibly lifts, firms and nourishes skin, 10 active plant extracts, visibly improves skin's firmness and smooth fine lines	Put the spring back into your skin
		Tresemme hair spray	Young woman	Yes	Tousling hair while looking at viewer	Active	Black, white	White, blue, black, pink	All day natural hold, frizz control, pro performance hairspray, frizz free smooth hair all day	Be your own pro
		Dr Sebagh Serum Repair	N/A	N/A	N/A	N/A	Blue, white, brown	Brown and white	Best premium skincare brand	N/A
		Ikea homeware	N/A	N/A	N/A	N/A	Navy and white	Navy and white	statement, express yourself, easy unique	unique

Style 20.05.18

Collating ads with a physical product or a service, ignoring experiences, tv									
Cover Story: Best of Beauty awards	Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
			Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
	Estee Lauder foundation	A woman	Yes	Looking at the viewer	Flawless, passive	Cream, White.	Gold	Perfect, Natural, Flawless, No touchups, Smooths over imperfections	N/A
	Amanda Walkerly	Woman, horse	Yes	Walking, leading horse	Active	White, grey	White, black, gold	N/A	N/A
	Birks	Woman	Yes	Laughing	Active	Greyscale	Greyscale	N/A	N/A
	Paper London	Woman's arms	Yes	N/A	Dismembered	Cream, black	black and white	N/A	N/A
	House of Holland	One woman, multiple times	Yes	Posing for the camera	Active	Black and white	too many to count	N/A	N/A
	Suqqu	N/A	N/A	N/A	N/A	Blue, yellow, brown	Brown	Summer collection	N/A
	L'Oreal Botanicals shampoo	N/A	N/A	N/A	N/A	Purple, white, brown	Brown, white, purple	Soothing, sensitive scalp, fine delicate hair, Vegan formula, organic lavender essential oil	N/A
	Rolex	N/A	N/A	N/A	N/A	Silver	Silver, rose gold	Modern watch, enduring functions and aesthetics, history	N/A

Appendix 7: The Guardian Weekend Coding Analysis

Guardian Weekend 09.12.17

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts, sponsored content, shops not										
Cover Story: Adam Driver Star Wars interview		Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
				Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
		Waitrose	N/A	N/A	N/A	N/A	White, red, silver, light brown	N/A	For when you want party food to please everyone, a whole range of moreish morsels for effortless entertaining	N/A
		Ferrero Rocher, Rondoir and Raffaello	N/A	N/A	N/A	N/A	Black, brown, white, gold	Brown, white, gold	Delicious in different ways, Enjoy the unique tastes of Ferrero's creamy fillings and crunchy wafer	N/A
		Grey Goose	N/A	N/A	N/A	N/A	Blue, white	Blue, white	One exceptional gift, endless ways to enjoy	Endless ways to enjoy
		Angelus by Floc'h wine	Man and woman (cartoon)	Yes	Standing looking at the viewer	Passive	White, gold, black, red	Black, tan, red	Floc'h's interpretation of L'Angelus	N/A
		Seat Aron	Two hands (not main image)	Yes	Fistbumping	Dismembered, objectified (painted blue and gold)	Turquoise, black, red, grey	N/A	N/A	I say Arona
		OGX Orchid Oil shampoo	N/A	N/A	N/A	N/A	Pink, purple, green, white	Pink, gold, white	Sulfate free surfactants, wit UVA/UVB sun filters, protect colour treated tresses with this high potency blend of orchid extract and grape seed oil, helps to slow premature fading and lock in colour	N/A
		Neil Lane Bridal at Ernest and Jones	N/A	N/A	N/A	N/A	Grey, pale purple, white	Diamond and silver	Hollywood's premier jewellery designer, designs for the star in your life	N/A
		Panasonic Lumix GH5	Middle aged man	Yes	About to take a photo, looking at the viewer	Active	Blue, white, blue	Black	Spectacular 4K video and still with one camera, leveraging a century of innovation Panasonic is supporting this challenge and reaching new heights	N/A
		Tia Maria	Men and women	Yes	Various activities (people are very small)	Active	Blue, black, red,	Black, red, gold	Coffee lovers unite, our unique coffe flavour made from premium Arabica coffee beans, there's no other liqueur that makes coffee cocktails like Tia Maria	N/A

		Vodafone Pay as you go	Middle aged man	N/A	Looking at his phone and laughing	Active	Red, white, brown, green	N/A	Limit your spend not your chat, never paye more than £1 a day	N/A
		Sainsburys	Middle aged woman, older man	N/A	Laughing	Active	Greyscale, orange	N/A	Epic feasting, belt releasing	N/A
		Dobbies	N/A	N/A	N/A	N/A	White, blue, green, silver	N/A	Helping to make your Christmas perfect	N/A
		National Book tokens	N/A	N/A	N/A	N/A	White, cream, light brown	N/A	Choosing a book is an adventure in itself, a national gift token is the gift that starts a journey that ends with a book they'll love	N/A
		Sanex	Young woman	Yes	Looking over her shoulder, ignoring the viewer	Passive	Blue, White, red, green	White, blue,	Choose fewer chemical ingrdients, Sanex zero% shower gels keep your skin healthy clean and moisturised	N/A
		Jaguar XF Sportbrake	N/A	N/A	N/A	N/A	Black, white, grey, blue	N/A	More space with one of the longest boots in the category, and more light from its 1.6m2 panoramic roof, skimps on nothing so you get to experience everything	N/A
		Laithwaite's wine 2010 Gran Reserva	N/A	N/A	N/A	N/A	White, darker red, black, gold	Black, gold	A gorgeous 7 year old Gran Reserva from Spain for under £5 a bottle, stock up for christmas while you can, a wonderfully fragrant silky red wit dark juicy flavour and soft vanilla tones	N/A
		Lurpak	Middle aged man	Yes	Sieving icing sugar over a christmas pudding	Active	White, brown, silver	Silver and red	We've waited years for this	N/A
		Co op chilled party food	N/A	N/A	N/A	N/A	White, orange, blue	N/A	The best parties start and end in the kitchen, all our chilled pary food cooks at the same temperature	N/A
		Pink Lady apples	Cartoon characters (male and female) having a Samba party, which appears to be in a woman's mouth	Yes	Having a party	Active (catoon characters), dismembered, objectified (woman)	Pink, green, yellow	Pink, green, white	Let your taste buds Samba at pinkladyapples.co.uk, get your snack on	N/A
		Damart cable knitwear	Two young women	Yes	Walking on a beach	Active	Pink, blue, white	N/A	Stay snug and warm whatever the weather in our fabulous chunky cable knits, cable cardigan, cable jumper, all in a soft knit easy care fabric	N/A
		Kenwood food mixers	N/A	N/A	N/A	N/A	White, silver,	Silver	Lighten the load, food made better with kenwod	N/A
		Kenwood food mixers	N/A	N/A	N/A	N/A	Black, brown, white	Silver	Power that gets you through, food made better with kenwod	N/A
		Seafood from Norway	Two women, two men, all middle aged	Yes (filleted, not whole)	Going for swim in the sea	Active	Blue, white, orange	Orange, silver	Norway has perfect living conditions for salon, it's a perfect place for fish, Ice cold waters make the Norweigan salmon grow slowly and develop a perfect taste	N/A

		Theakston Ales	Someone's arm	Yes	Holding a pint of the product	Dismembered (we only see their arm)	White, red	N/A	Golden as a Neptunian sunset, they've been brewing this cask beer the same way for over 2,875 years, but it still tastes just as good too, they still use the sam mash tun from 1875	Intergalactic travellers, people from the future
		Promise in People (pople management solutions for SMEs)	Young girl	N/A	Standing on a ledge, wearing a homemade superhero costume	Active	Black, red, blue, orange	N/A	We're experts in managing people, we want you to become experts too, promise in people provide agile people management solutions for SMEs, we enable you to become the best you can be	Entreprenurial
		Aquila magazine	A boy and a girl	Yes	Ice skating and patting a reindeer	Active	White, blue, red	N/A	An advanced and philosophical magazine for curious children, Aquila magazine's monthly topics introduce cildren to a thought provoking mix of Science Arts and General knowledge	Children, 8-12 years old
		Multi level snakes and ladders	Woman, boy and girl (not main picture)	Yes	Playng the featured game	Active, traditional gender roles	Cream, red, blue	Yellow, purple, blue	The classic game with a clever twist, features five levels, it's absolutely awesome	your family, my children will tell you this is their "best game ever"
		Sky Soundbox	N/A	N/A	N/A	N/A	Black, orange, red, pink, purple, white	Black, silver	Sounds utterly amazing and a steal for sky customers, exclusive sky Q sound, immersive 360 experience, outstanding power and bass	Sky customers

Guardian Weekend 17.02.18

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts, sponsored content, shops not advertising a specific product, ads for donations										
Cover Story: Why do women do more housework? Couples air their dirty laundry		Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
				Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
		Vodafone Fibre 38 Home broadband and phone	N/A	N/A	N/A	N/A	Red, white, black	N/A	UK's lowest price	N/A
		Neptune paints	N/A	N/A	N/A	N/A	Grey, white, cream, red, blue	N/A	We believe in a different perspective	N/A
		Quooker flex tap	Teenage girl	Yes	Filling a pot with boiling water to cook pasta	Active	White, red, silver, grey, black	Silver	Flex is Quookers latest innovation, the worlds first 100 degree boiling tap equipped with a pull out hose for hot, cold and filtered wate, Flex cannot dispense boiling water when it is pulled out making it 100% safe to	N/A
		Loaf	Woman and young boy	Yes - a product from the company is featured	Sitting on a couch reading a paper (woman), sitting on a couch fishing for cake (boy)	Active, traditional gender roles	White, blue, black	N/A	N/A	N/A
		Jaguar E Pace	Woman and men in the background	Yes	Walking	Active	Black, red, white	N/A	Time to bend the rules, its not just and SUV, it a Jaguar, a daring mix of F type inspired design, trademark Jaguar performance and everyday practicality	N/A
		Neville Johnson	N/A	N/A	N/A	N/A	Grey, blue, white	N/A	handcrafted bespoke furniture, bespoke British furniture, high quality bespoke furniture	N/A
		Plumbs furniture covers	N/A	N/A	N/A	N/A	Pink, white, gold, green	N/A	Quality and expert service, transform your furniture to look as good as new again at a fraction of the price	N/A
		Gurdian Masterclasses	One old man, one young man and one young woman (headshots of each individuallv)	N/A	Looking at the viwer	Passive	Greyscale, yellow, orange	N/A	Upcomming masterclasses, how to improve your memory and sharpenedn your focus	N/A

		Patra Cotton- Linen dress	Two women	Yes	Looking at the viewer	Passive	White, red, blue, pale purple	Blue, pale purple, beige	a lovely quality of cotton linen mix fabric, beautifully tailored with stand up collar, turn up cuff, front pin tucks and self- belt	N/A
		HSL furniture	Old woman, young woman, middle aged woman	Yes - a product from the company is featured	Young woman is explaining how to operate a chair to the older woman; middle aged woman is looking at the viewer	Active; passive	White, pink, cream, pale purple	N/A	your chair designed to fit you, 7 point seating assessment	N/A

Guardian Weekend 31.03.18

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts, sponsored content, shops not advertising a specific product, ads for donations										
Cover Story: What happens when the kids write the family rules		Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
				Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
		Prada perfume	Young woman	Yes	Looking at the viewer	Passive	Black, white, pale pink, gold	Pink and gold	N/A	N/A
		Jordans Low sugar granola	N/A	N/A	N/A	N/A	Black, white, blue	Blue, white, yellow	Ready set low	N/A
		Nat West banking app	Young woman	It is implied she is using the app but we don't see it	Sitting down in a gym	Active	Purple, white, black	N/A	Another safe place to bank with us, our secure app comes with fingerprint login,	N/A
		Neptune furniture	Two children	Yes - a product from the company features	Walking on a bench	Active	White, cream, grey, natural wood colours	N/A	Made from nothing but North American oak, deigned to last a lifetime	N/A
		Silestone kitchen worktops	Cindy Crawford	Yes - a product from the company features	Sitting on the kitchen countertops	Passive	White, dark grey,	N/A	Tops on top	N/A
		NatWest Invest	N/A	N/A	N/A	N/A	Purple, grey, red, white	N/A	Choosing the right invetment path has never been so simple	N/A
		Naim mu-so	Young man	Yes	Ignoring the viewer	Objectified, passive	White, blue, black	Black	Let the voice of Naim take you inside the music, Naim engineer systems of such astonishing texture and detail that you are drawn inside the music, finely tuned by Naim engineers, built upon an intelligent digital brain	As though you are with the artist as they perform, allowing you to bring your music alive
		Little green paint and paper	young woman	Yes	Holding flowers ignoring the viewer	Passive	Pale blue	Navy (paint pot)	Colours of England	N/A
		Microsoft surface pro at Currys PC World	Young woman	Yes	Looking at the viewer	Passive	White, black, purple	N/A	Power, performance, portability	N/A
		Lidl spring wine tour	N/A	N/A	N/A	N/A	Pale blue, white, green pink	N/A	N/A	N/A
		Loaf	Woman and girl	Yes	Sitting on a couch readin (woman), standing on a couch (girl)	Active	white, green, black	N/A	N/A	N/A
		Heist tights	Woman	Yes	woman is jumping	Active	Grey, black	N/A	Forward thinking tights	N/A

		Sharpos furniture	Young woman	Yes - a product from the company features	Walking through a room	Active	Blue-grey, white, grey, green	N/A	Contemporary design that beautifully transform your space, stunning bespoke fitted wardrobes, clever storage solutions created to bring some beautiful organisations to your life	N/A
		Clarins Extra Firming Day and Night	N/A	N/A	N/A	N/A	White, peach, red, gold	Peach, gold	Visibly lifts, firms and nourishes skin, with 10 active plant extracts including new kangaroo flower, put the spring back into your skin	N/A
		Aldi Gardening special	Young man	Yes	Cutting a hedge	Active	Green, blue	N/A	Cut the cost of gardening this spring	N/A
		Joules	young woman	Yes - a product from the company features	Leaning out of a car looking at the viewer	Passive	White, blue, pink, cream	N/A	What better time to discover British brand, Joules	Heading off on an Easter Escape?
		Hypnos	N/A	N/A	N/A	N/A	Dark grey, pink, white	N/A	Wake up beautifully, handcrafting luxury beds and mattresses, provide a deeply relaxing and rejuvenating night's sleep	N/A
		Damart denim skirt	Woman	Yes	Standing on a beach	Passive, dismembered	White, blue, pink	N/A	This versatile denim skirt is a wardrobe essential, flattering fit, four pretty colours	N/A
		Heritage bathrooms	N/A	N/A	N/A	N/A	white, purple, blue	N/A	Create something bold, beautiful and distinctively individual, what will you create with Heritage Bathrooms	N/A
		Hiscox home insurance	N/A	N/A	N/A	N/A	Black, white, red	N/A	We provide comprehensive cover for your home, renovations and extensions, we're here to ensure your dream home becomes a reality	N/A

Guardian Weekend 21.04.18

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts, sponsored content, shops not advertising a specific product, ads for donations										
Cover Story: Syian refugees learning to swim		Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
				Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
		Hiscox home insurance	N/A	N/A	N/A	N/A	Black, white, red	N/A	In case that eternity ring isn't around forever, with hiscox home insurance there is no need accessorise with second policy just for high values	N/A
		Prada perfume	Young woman	Yes	Looking at the viewer	Passive	Black, white, pale pink, gold	Pink and gold	N/A	N/A
		Acqua di parma, exclusive to John Lewis	N/A	N/A	N/A	N/A	Blue, yellow, white, green	Blue, white	N/A	N/A
		Ercol furniture	N/A	N/A	N/A	N/A	Grey, light green, natural wood colours, white	N/A	N/A	N/A
		NatWest Invest	N/A	N/A	N/A	N/A	Purple, grey, red, white	N/A	Choosing the right invetment path has never been so simple	N/A
		Audi A7 Sportback	N/A	N/A	N/A	N/A	Black, white, red	N/A	A 292 lightbulb moment	N/A
		Neptune frniture	Two children	N/A	Walking on a bench	Active	White, cream, natural wood colours	Grey, natural wood colour	We believe in a different perspective, made from nothing but North America Oak, designed to last a lifetime	N/A
		Loaf	Woman, child	Yes	Sitting on couch (woman), standing on couch with back to viewer (child)	Active	White, blue, yellow, black	N/A	N/A	N/A
		Lindt	Middle aged man (not main picture)	Yes	Admiring chocolate	Passive	Chocolte brown, white, gold	White, black, gold	Discover excellence, a little taste of luxury, our richly sophisticate intense dark chocolate	N/A
		Quooker flex tap	Young boy	Yes	Filling glasses with water	Active	Red, white, silver, black	Silver	Flex is Quookers latest innovation, the worlds first 100 degree boiling tap equipped with a pull out hose for hot, cold and filtered water, Flex cannot dispense boiling water when it is pulled out making it 100% safe to	N/A

		Nourkin hair supplements	Young woman	Yes	Looking at the viewer	Passive	White, blue, gold, brown	Blue, white, gold	Gold medal worl Trichology society 2017, Nourishs te hair an supports the nomal hair growth cycle, 8/10 women saw a significant improvement in their hair after taking Nourkin	N/A
		Ligne roset ploums	N/A	N/A	N/A	N/A	White, dark blue, grey	N/A	N/A	N/A
		Aquila magazine	Cartoon of children	Yes	the chilren are on Safari	Active	Yellow, orange, blue, red	N/A	An advanced and philosopical magazine for curious children, Aquila magazine's monthly topics introduce cildren to a thought provoking mix of Science Arts and General	Children, 8-12 years old
		Heist tights	Woman	Yes	woman is jumping	Active	Grey, black	N/A	Forward thinking tights	N/A
		Patra summer cotto dress	Young woman	Yes	Looking at the viewer	Passive	White, blue, lavender, red	N/A	Feel the difference, an exclusive print on pure textured cotton makes this easy to wear dress special	N/A
		Damart leisure trousers	Woman	Yes	N/A (only legs)	Dismembered	White, pink, turquoise	N/A	Soft and warm these leisure trousers are perfet for relaxing, comfortable fit, 8 attractive shades	N/A
		Amplifon hearing aids	Woman	Yes	Holding hearing aids out for the viewer to see	Passive	Greyscale, red	N/A	Trade them in and get 2 for 1 on selected ranges, until 7th may eceive 2 for 1 on selected ranges when you trade in your old hearing aids	N/A
		Sky Q	N/A	N/A	N/A	N/A	Red, orange, black, silver, white, blue	Black, silver, blue	Best smart tv box	N/A

Guardia Weekend 09.06.18

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts, sponsored content, shops not advertising a specific product, ads for donations										
Cover Story: Anthony Scaramucci interview		Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
				Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
		Nature's Bounty hair skin and nails gummies	Three young women	Yes	Posing for a photo	Active	White, pink, green	Pink, white, green	Finding yor perfect angle isn't easy, feeling beautiful is, Nature's Bounty hair skin and nail gummies provide key vitamins and minerals for glowing skin luscious hair and healthy nails,	N/A
		Hyundai Tuscon	N/A	N/A	N/A	N/A	Blue, white, light blue, dark grey	N/A	Packed, to celebrate our partnership with the FIFA World Cup, we've fully kitted ou or Tuscon Go! Edition with some exciting additions, you're sue to be driving away a real match winner	N/A
		Filmsstruck Curzon	Middle aged man and young woman	N/A	Ignoring the viewer	Passive	Greyscale, yellow	N/A	Films to fall in love with, the new on demand film streaming service that's curated by film lovers for film lovers, instant access to the world's greatest	N/A
		NatWest Business Hub	Middle aged man, youger woman	N/A	Man is looking at viwer, woman is going about her daily work	Passive (man), active (woman)	Dark blue, red, green, grey	N/A	We'll mke sure it's not lonely at the top, access to events where you can meet like minded business people, changing times call for a proactive bank	N/A
		Neville Johnson	N/A	N/A	N/A	N/A	Grey, yellow, natural wood colours	N/A	Handcrafted bespoke furniture, bespoke british furniture	N/A
		Gurdian Masterclasses	Two middle aged men, to young women and one middle aged woman (headshots of each individually)	N/A	Looking at the viwer	Passive	Greyscale, yellow, orange	N/A	Upcomming masterclasses, soak up insights from two of the Guardian's most prolific journalists	N/A

		Damart pack of two t-shirts	A middle aged woman and a younger woman	Yes	Looking at the viewer	Passive	Pink, white, blue	N/A	Half price, this pack of two tops will quickly become your summer staple	N/A
		Fiskars gardening tools	Man and a woman (both possibly young)	Yes	Looking at a garden while holding branches (woman) and gardening tool (man)	Active	Black, white, orange,	N/A	Dig it, seed it, cut it, discover our Fiskars garden tools, Fiskars makes the best possible tools for every garden task	N/A
		Sensodyne	Man (probably a dentist)	Yes	Man is talking to someone	Active	White, silver, red, dark blue	White, dark blue, silver, red	Clinically proven relief from sensitivity with superior whitening action, No. 1 dentist recommended brand for sensitive teeth	N/A
		HSL furniture	N/A	N/A	N/A	N/A	White, beige, cream, light blue	N/A	Luxurious handmade beds, provide true comfort, good posture, support and personal fit, experience your free 3 point sleeping assessment and allow our team to find you true comfort	N/A
		Jordans crunchy oat granola	N/A	N/A	N/A	N/A	Black, orange, white	Orange, white	High five to high fibre	N/A

Appendix 8: The Times Magazine Coding Analysis

Times Magazine 02.12.17

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows/films, holidays, free gifts, sponsored content, shops not advertising a specific product, property/renting websites, products must not be free									
Cover Story: Interview with Bastiaan Rosman and Nellie Benner, presenters on YouTube channel Drugslab	Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
			Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
	Royal Canin Great Dane formula	A great dane	N/A	N/A	N/A	White, red, greyscale	N/A	What makes your breed magnificent makes them unique, when you feed you dog Royal Canin Gret Dane formula, you'll see them become their magnificent best, enriched with EPA and DHA	N/A
	Rolex GMT Master 2	N/A	N/A	N/A	N/A	White, green, silver	Silver, blue and black	Designed for airline pilots, perfect for navigating a connected world in style, it doesn't just tell time, it tells history	N/A
	Peugeot	N/A	N/A	N/A	N/A	White, blue, dark grey	N/A	Park the payments, drive now, pick up a brand new peugot and start paying in three months, choice built in, 3 years insurance and 3 years evicig wth just add fuel	N/A
	O2 Bill Pay	Figure man and girl	N/A	Carrying a Christmas tree, walking in "snow" popcorn	Active (both)	Bue, gold, white	N/A	With a friends and family cinema pass	N/A
	Waitrose wine	N/A	N/A	N/A	N/A	White, red, green, yellow,	N/A	For the perfect wine whatever he occasion, our extensive range of wines	N/A
	John Lewis home insurance	N/A	N/A	N/A	N/A	Blue-grey, white, wood colour	N/A	Our products are crafted with care, we are a Which? Recommended Home Insurance Provider for the 8th year in a row, Just what you'd expect from John Lewis	N/A

	Sainsbury's	Old woman, young woman, middle aged man	N/A	Talking (old woman), laughing (young woman), dancing (middle aged man)	Active (all)	Greyscale, orange	N/A	buffet lingering, bt of mingling, every bit of christmas is living well	N/A
	Vodafone Pay As You Go	Middle aged woman	N/A	On the phone laughing	Active	Red, cream, white	N/A	Limit your spendig not your nattering, never pay more than £1 a day, the est is on us	N/A
	O'Keefe's working hands hand cream	Hands	Yes	N/A (only see ther hands)	Dismembered	Green, brown, orange	Green	Guranteed relief, for extremely dry cracke hands, guranteed to improved the health of your skin	Workers
	Ferraro Rocher, Rondnoir and Raffaello	N/A	N/A	N/A	N/A	Black, white, chocolate brown	White, chocolate brown	Delicious in different ways, Enjoy the unique taste of Ferrero's creamy fillings and crunchy wafer	N/A
	Kenwood mixer	N/A	N/A	N/A	N/A	Black, white, pink, brown	Silver	Rise to the occasion, Food made better with Knwood	N/A
	Lidl christmas puddings	N/A	N/A	N/A	N/A	Dark blue, white, red	N/A	Pudding perfectionists, we've got every lidl thing for christmas	N/A
	Ruark audio	N/A	N/A	N/A	N/A	White, grey, natural wood, cream	N/A	British design, superior sound, perhaps the most elegant radiogram available	N/A
	National book tokens	N/A	N/A	N/A	N/A	Cream, blue	N/A	Choosing a book is an adventure in itself, a national book token is the gift that starts a journey that's ends with a book they'll love	N/A
	Dogs trust membeship	A dog	N/A	N/A	N/A	Yellow, white, pink	N/A	Be repared for the unexpected, their qualified vet nurses can give you instant advice saving you a sleepless night an expensive trip to the vets or maybe even your dog's life	N/A

	Lidl clothing	Heidi Klum	Yes	Looking at the viewer	Passive	Red, grey	N/A	N/A	N/A
	The Times and Sunday Times subscription	N/A	N/A	N/A	N/A	White, black, blue	N/A	Our writers aren't afraid to challenge each other's thinking	N/A
	Times + membership	Man and a woman	N/A	About to kiss	Active	Blue, white, red, khaki	N/A	An exclusive opportunity for subscribers	N/A
	Co-op wines	N/A	N/A	N/A	N/A	White, green, blue	N/A	Celebrate Christmas with a fizz, pop and a bang	N/A
	Audeo B-Direct hearing aid	Middle aged woman	Yes	Sitting on a couch laughing with her phone in her hand	Active	White and blue	Silver	The hearing aid that lets you connect to every sound, this incredible technology is now available at Boots	N/A
	Aquila magazine	Cartoon of a girl, boy patting a deer	Yes	Ice skating, patting a deer	Active	Red, blue, white	Red	A wonderful gift for children, it's mind-stretching articles can be read and enjoyed by the whole family	Teachers and Parents love Aquila
	Theakston ale	N/A	N/A	N/A	N/A	Green, white, red, golden	Golden	Light and fresh and a right good thirst quencher	N/A
	Hiscox comprehensive home insurance	N/A	N/A	N/A	N/A	Black, white, red	N/A	There's one thing we like to see broken, new ground, we're here to ensure your dream home becomes a reality, experts in home insurance	N/A

Times Magazine 16.12.17

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows/films, holidays, free gifts, sponsored content, shops not advertising a specific product, property/renting websites, products must not be free										
		Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
Cover Story: Interview with John Boyega				Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
		Vodafone pay as you go	Middle aged woman	N/A	Talking on the phone	Active	Red, white,	N/A	Limit your spending, not your nattering, never pay more than £1 a day, the rest is on us	N/A
		Audi A8	N/A	N/A	N/A	N/A	Black, white	N/A	It's what's inside, personalised comfort in our most luxurious interior yet	N/A
		Pure evoke radios from John Lewis	N/A	N/A	N/A	N/A	Turquoise, white, natural wood	White, natural wood	iconic range, digital radios that combine beautiful design with outstanding audio quality	N/A
		Perfume from John Lewis	N/A	N/A	N/A	N/A	Turquoise, white, red	N/A	Inspired by luxury fragrance, curated by John Lewis, discover our collection of this season's most indulgent winte scents	N/A
		Samsung and Currys PCWorld	Just the tv	N/A	N/A	N/A	Black, grey, wood, white, blue	Silver	Bring TV sound to life, save u to £200 on Samsung All in One Soundbars whe you buy a QLED TV from Currys	N/A
		Aptamil baby formula	Woman and toddler	Yes	Walking on a beach	Active, traditional gender roles	Off white, blue	White, dark blue	Inspired by 40 years of breast milk research, our most advanced formulation yet, their future starts today	N/A
		Waitrose mocha cheesecake	N/A	N/A	N/A	N/A	White, red, chocolate brown	Chocolate brown, white	For chocolate lovers	N/A
		Waitrose Raspberry, Blueberry and Vanilla Panna Cotta	N/A	N/A	N/A	N/A	White, red, cream	Red and cream	For fruit lovers	N/A
		Waitrose Salted Caramel Profiterole Tart	N/A	N/A	N/A	N/A	White, red, cream, chocolate brown	Cream, tan, chocolate rown	For crème patissiere puff pastry swiss chocolate saud lovers	N/A

		Omega watches	Woman	Yes	Standing on a boat	Passiv	White, pale blue, navy	N/A	My choice	N/A
		Peugeot	N/A	N/A	N/A	N/A	White, blue, dark grey	N/A	Park the payments, drive now, pick up a brand new peugot and start paying in three months, choice built in, 3 years insurance and 3 years evicig wth just add fuel	N/A
		John Lewis home insurance	N/A	N/A	N/A	N/A	Blue-grey, white, wood colour	N/A	Our products are crafted with care, we are a Which? Recommended Home Insurance Provider for the 8th year in a row, Just what you'd expect from John Lewis	N/A
		Lidl Deluxe Fresh British Free Range Brone Turkey	Middle aged man (in one of several photos)	Yes	Man is standing in a field	Passive	White, green, brown, red, gold	Brown and red	Lidl is offering a welfare-friendly choice, RSPCA Assured free range Bronze turkeys	N/A
		Ferraro Rocher, Rondnoir and Raffaello	N/A	N/A	N/A	N/A	Black, white, chocolate brown	White, chocolate brown	Delicous in different ways, Enjoy the unique taste of Ferrero's creamy fillings and crunchy wafer	N/A
		Lurpak	Middle aged man	Yes	Sieving icing sugar over a christmas cake	Active	White, green, red, silver	Silver	We've waited all year for this, Christmas deserves Lurpak	N/A
		Aldi fresh turkeys	N/A	N/A	N/A	N/A	Gold, black, white	N/A	Our amazing Christmas range with the best price fresh turkey in the UK	N/A
		Audeo B-Direct heaing aid	Middle aged woman	Yes	Sitting on a couch laughing with her phone in her hand	Active	White and blue	Silver	The hearing aid that lets you connect to every sound, this incredible technology is now available at Boots	N/A
		Times + membership	Young woman	N/A	Writing at a desk	Active	Grey	N/A	Create unique and memorable exeriences for you, your friends and family wth 50% ff an annual membership to the British Library	N/A

		Sainsbury's	Old woman, young woman, middle aged man	N/A	Talking (old woman), laughing (young woman), dancing (middle aged man)	Active (all)	Greyscale, orange	N/A	buffet lingering, bt of mingling, every bit of christmas is living well	N/A
		Loaf	Woman, child	Yes	Sitting on a couch reading (woman), kitting (child)	Active	White, turquoise	N/A	Our little sale starts boxing day	N/A
		Neville Johnson	N/A	N/A	N/A	N/A		N/A	Handcrafted bespoke furniture, bespoke british furniture designed, crafted, guranteed, high quality bespoke urniture, attention to detail and superb customer service	N/A
		Rolex Cellini Moonphase	N/A	N/A	N/A	N/A	White, brown, rose gold, green	N/A	A unique interpretation of the cycle of the moon, combining classic elegance with a contemporary touch, it doesn't just tell time it tells history	N/A

Times Magazine 17.02.18

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows/films, holidays, free gifts, sponsored content, shops not advertising a specific product, property/renting websites										
		Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
Cover Story: Interview Sadiq Kahn interview				Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
		Hiscox home insurance	N/A	N/A	N/A	N/A	Black, white, red	N/A	No need to accessorise with a second policy for high value items like jewellery or watches, in case that eternity ring isn't around forever, experts in home	N/A
		Volkswagen Tiguan	Three women; a bride and two bridesmaids	Yes	Two bridesmaids are pulling the bride away from a billboard detailing the offer on the Volkswagen	Active	White, grey, dark pink, sky bue	N/A	An utterly irresistible offer	N/A
		NS and I	A lighthouse	N/A	N/A	N/A	Purple, red, gold	N/A	Who knew saving could be so exciting, savings as safe as houses, every pound of your savings is 100% secure because we're backed by HM Treasury, safer savings set you free	N/A
		Neptune paint	Paint pots	N/A	N/A	N/A	Grey	N/A	We believe in a different perspective, discover our palette of 28 timeless shades	N/A
		Green and Blacks	N/A	N/A	N/A	N/A	Chocolat brown, gold	N/A	There is nothing more indulgent than sinking slowly into the tub, discover our rich, indulgent, organic ice cream range today, a tub above	N/A

		Sharpos	Woman	Yes	Getting a product from her wardrobe	Active	Pale greyish-blue, red, cream	N/A	Beautifully organise, stunning bespoke fitted wardrobes, clever storage solutions, expertly install everything to get the exact contours of your room	N/A
		Anglian home improvements	N/A	N/A	N/A	N/A	White, green, red-brick	N/A	We'll give your tired conservatory a new lease of life, upgrade your existing roof with a tiled roof replacement to make your house an Anglian home	N/A
		Times + membership	Woman, older man	N/A	Woman is making a gesture for the man to be quiet	Active (both), flawlessness (woman)	Dark grey, white, red	N/A	Exclusive rewards for subscribers	N/A
		Aquability all in one shower	Middle aged woman	Yes	Woman is using the shower seat	Active	White, green, red, blue	White	Shower heaven in one day, fitted in just one day, no mess, no fuss, no retiling	N/A

Times Magazine 14.04.18

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts, sponsored content, shops not advertising a specific product									
Cover Story: Interview Satham Sanghera on Oxbridge inequality	Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
			Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
	Cazenove Capital	N/A	N/A	N/A	N/A	Greyscale	N/A	We'll talk to you about your plans in the way that suits you best, wherever suits you best, ove and above	Some of our clients prefer to meet outside the office, whatever lifestyle you envisage o your retirement
	Swoon	Young woman	Yes	Sitting down, ignoring the viewer	Passive	Terracotta, grey, pink	N/A	for the home obsessed	N/A
	Aptamil baby formula	Woman and toddler	Yes	Walking on a beach	Active, traditional gender roles	Off white, blue	White, dark blue	Inspired by 40 years of breast milk research, our most advanced formulation yet, their future starts today	N/A
	Vitality health and life insurance	Mickey Mouse	N/A	Dancing	Active	Dark pink, white	N/A	we've teamed up with Dsney to help get kids active, bringing you simple and fun ideas to keep your family active	N/A
	Geberit shower toilet	Young woman	Yes	Sitting on a drawing of a toilet	Passive	Dark grey, white	white	The shower toilet, design meets function, experience a completely new feeling of freshness and cleanliness	I do it in style
	Loaf	Woman and child	Yes	Sitting and reading a paper (woman), drawing (child)	Active (both)	White, blue, yellow, black	N/A	N/A	N/A
	Gusto Cola	N/A	N/A	N/A	N/A	White, black, brown	Brown, white, black, pink, purple	For real cola nuts, the UK's number 1 ethical cola,	N/A
	Dogs Trust dog insurance	Middle ged woman, dog	N/A	Woma is looking at her dity coat	Active	White, green, cream,	N/A	Becoming a member means you'll be helpng us give life, love and a second chance of happiness to over 15,000 dogs every year	N/A
	Hillarys	N/A	N/A	N/A	N/A	White, pale blue	N/A	Don'y ust like your curtain, love them, wear your heart on your windows	N/A
	The Sunday Times Wine Club	N/A	N/A	N/A	N/A	Terracotta, white, burgundy red	N/A	12 smooth sun ripened reds, introducing Britain to authentic, yet little known southern French reds,	N/A

	Neville Johnson	N/A	N/A	N/A	N/A	Cream, dark blue	N/A	handcrafted bespoke furniture, attention to detail, superb customer service, finest materials and craftsmanship	N/A
	Sky Q	N/A	N/A	N/A	N/A	Pink, orange, black, white	Black, blue, silver	best smart tv box	N/A

Times Magazine 28.04.18

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts, sponsored content, shops not advertising a specific product									
Cover Story: Tim Cook interview (worth noting Calres Puigdemont also had an interview in this issue)	Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
			Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
	Cazenove Capital	N/A	N/A	N/A	N/A	Greyscale	N/A	We'll talk to you about your plans in the way that suits you best, wherever suits you best, ove and above	Some of our clients prefer to meet outside the office, whatever lifestyle you envisage o your retirement
	San Miguel	N/A	N/A	N/A	N/A	Brown, white, gold	Brown, white	At San Miguel we believe in a different kind of wealth, not measures n what you won but what you've done, travelling the world for over 125 years, embracng different cultures and exeriences	For those who seek true richness
	Cuprinol garden paint	N/A	N/A	N/A	N/A	Cream, pale purple	N/A	Make your garden a shade more interesting, transfor and protect your garden wood for 6 years	N/A
	Audi Q2	N/A	N/A	N/A	N/A	Blue and white	N/A	And the kitchen sink, multicolour, multipurpose	N/A
	Audi Q2	N/A	N/A	N/A	N/A	Orange and white	N/A	Bring on the cobble, multicolour, multipurpose	N/A
	Audi Q2	N/A	N/A	N/A	N/A	Red and white	N/A	Corner hugging, multicolour, multipurpose	N/A
	Vitality health and life insurance	Mickey Mouse	N/A	Dancing	Active	Dark pink, white	N/A	we've teamed up with Dsney to help get kids active, bringing you simple and fun ideas to keep your family active	N/A

	Ecco shoes	Young woman	N/A	Sitting on stairs, looking at the viewer	Passive	Red, white, grey	N/A	Up to 50% off	N/A
	Duracell batteries	Duracell bunny, two Avengers - Iron Man and Thanos	Yes	Flying	Active	Blue red, white, pink, gold	Black, gold and blue	Lasts up to 15 hours longer, bring your Avengers toys to life	N/A
	Lindt	N/A	N/A	N/A	N/A	Chocolate brown	N/A	A little taste of luxury, richly sophisticated intense dark chocolate	N/A
	Loaf	Woman, girl	Yes	Reading a newspaper (woman), fixing a sign (girl)	Active	White, black, green	N/A	N/A	Loafers
	Patra cotton dress	Young women (three)	Yes	Walking, looking at the viewer, ignoring the viewer	Active (2), passive (1)	White	Pale purple, blue and cream	Cool cotton-linen dress, Beautifully tailored, easy care	N/A
	Sofa workshop	N/A	N/A	N/A	N/A	Grey, cream	N/A	our craft, your creation, we'll create your perfect sofa, handmade to order in our British workshops	N/A
	Hovis lower carb bread	N/A	N/A	N/A	N/A	Green and pale purple	green and pale purple	fall back in love with bread, great Hovis taste, just fewer carbs	N/A
	The Sunday Times Wine Club	N/A	N/A	N/A	N/A	Terracotta, white, burgundy red	N/A	12 smooth sun ripened reds, introducing Britain to authentic, yet little known southern French reds,	N/A
	Stachan furniture	N/A	N/A	N/A	N/A	Dark purple, white, cream	N/A	luxury fitted bespoke furniture, wide range of designs, whatever your vision may be our expert designers will help you realise it to perfection	N/A
	Hypnos beds	N/A	N/A	N/A	N/A	Grey, dark pink	N/A	handcrafting luxury beds and mattresses, design a bed that's just right for you	N/A
	Neville Johnson	N/A	N/A	N/A	N/A	Cream, dark blue	N/A	handcrafted bespoke furniture, attention to detail, superb customer service, finest materials and craftsmanship	N/A
	Sky Q	N/A	N/A	N/A	N/A	Pink, orange, black, white	Black, blue, silver	best smart tv box	N/A

Times Magazine 05.05.18

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts, sponsored content, shops not advertising a specific product									
Cover Story: Kay Burley interview	Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
			Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
	Vodafone home broadband	N/A	N/A	N/A	N/A	Navy blue, red, galaxy colours	Black, blue	Ultimate speed guarantee, unlimited fibre, the future is exciting	N/A
	Waitrose steak	N/A	N/A	N/A	N/A	Off-white, green, pink	N/A	Beautifully simple	N/A
	Lidl salmon fillets	N/A	N/A	N/A	N/A	Bright pink, salmon pink, green	N/A	Deluxe, big on quality	N/A
	Cuprinol garden paint	N/A	N/A	N/A	N/A	Pale green/yellow	N/A	Make your garden a shade more interesting, just one of a wide range, transform and protect your garden wood for 6 years	N/A
	John Lewis mattresses	N/A	N/A	N/A	N/A	White	White	You can put a price on quality	N/A
	Bosch cordless vacuum cleaner	N/A	N/A	N/A	N/A	White, black, yellow	N/A	We charge less, continuous run time in the palm of your hand, two batteries and quick charger	N/A
	Ercol furniture	N/A	N/A	N/A	N/A	White, natural light wood	light coloured wood	N/A	N/A
	Neptune kitchens	N/A	N/A	N/A	N/A	Pale pink, grey, white	N/A	Attention to detail, pieces of furniture	N/A
N/A	Sofa workshop	N/A	N/A	N/A	N/A	Blue, white, brown	N/A	our craft, your creation, together we'll create your perfect sofa, 60 designs all handmade to order	N/A
	Lindt	Chef (small picture at the bottom, not main image)	Yes	Looking at chocolate bar	Active	Brown (chocolate colour)	N/A	A little taste of luxury, richly sophisticated intense dark chocolate,	N/A
	Miracle Gro plant food	N/A	N/A	N/A	N/A	Green	Green, yellow red	All purpose continuous release plant food, give them all the nutrients they need to grow healthy and beautiful	N/A

	Sensodyne	Man	Yes	Talking	Active	White, red, navy blue	White	Clinically proven relief from sensitivity, Number 1 dentist recommended brand for sensitive teeth	N/A
	Victoria Plumb	N/A	N/A	N/A	N/A	Silver metal, natural wood, grey	N/A	Inspired industrial, simple and stress free, all the inspiration you'll need to make your dream bathroom a reality	N/A
	Hypnos beds	N/A	N/A	N/A	N/A	Grey, dark pink	N/A	handcrafting luxury beds and mattresses, design a bed that's just right for you	N/A
	Sharpos	N/A	N/A	N/A	N/A	Purple, grey	N/A	Stunning bespoke fitted wardrobes, clever storage solutions, beautiful organisation, expertly install	N/A
	Patek Philippe	Woman and girl	Yes	Sitting on floor laughing	Active	Greyscale, ink, gold	pink, gold	N/A	you never actually own a Patek Philippe, you merely look after it for the next generation

Times Magazine 12.05.18

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts, sponsored content, shops not advertising a specific product									
Cover Story: Rio Ferdinand interview	Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of	Top 5 phrases used:	
			Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they			To describe product	To describe person using product
	Cazenove Capital	N/A	N/A	N/A	N/A	Greyscale	N/A	We'll talk to you about your plans in the way that suits you best, wherever suits you best, over and above	Some of our clients prefer to meet outside the office, whatever lifestyle you envisage o your retirement
	Huawei Mate RS with Porsche Design	N/A	N/A	N/A	N/A	Greyscale	Black	N/A	N/A
	San Miguel	N/A	N/A	N/A	N/A	Brown, white, gold	Brown, white	At San Miguel we believe in a different kind of wealth, not measures n what you won but what you've done, travelling the world for over 125 years, embracing different cultures and experiences	For those who seek true richness
	Smallbone	N/A	N/A	N/A	N/A	White, grey, brown	N/A	N/A	N/A
	Hyundai Tuscon Go	N/A	N/A	N/A	N/A	Blue, grey	N/A	Packed, stay on the ball, connect beautifully, you're sure to be driving away with a real match winner	You'e sure to be driving away with a real matc winner. Assumes person is interested in the World Cup
	Geberit AquaClean Tuma shower toilet	N/A	N/A	N/A	N/A	Grey and white	White	Surprisingly verstile, design meets function, experience a completely new feeling of freshness and cleanliness	N/A
	Lidl jersey potatoes	Three men in two different photos	Yes	Looking at camera, harvsting potatoes	Passive, active	Green white	N/A	we harvest Lidl's Jersey Royals right here on the island	N/A
	Sofa workshop	N/A	N/A	N/A	N/A	Grey, cream	N/A	our craft, your creation, we'll ceate your perfect sofa, handmade to order in our British workshops	N/A

	America Express Platinum card	Toy dinosaur	N/A	N/A	N/A	White, blue,	N/A	Escape the crowd with your crowd, unlimited access to airport lounges	N/A
	Mahabis.com	N/A	N/A	N/A	N/A	White, cream	N/A	Award winning slipper and accessories with scandinavian inspired design	N/A
	Neville Johnon furniture	N/A	N/A	N/A	N/A	Dark grey, cream, white, natural wood colours	N/A	Bespoke British furniture, finest materials, exquisite furniture with longevity and style, investing in high quality bespoke British furniture, substantial savings in our summer sale	N/A
	The Sunday Times Wine Club	N/A	N/A	N/A	N/A	Terracotta, white, burgundy red	N/A	12 smooth sun ripened reds, introducing Britain to authentic, yet little known southern French reds,	N/A
	Pure Collection jumpers	Young woman	Yes	Sitting down laughing	Passive, active	Yellow, blue, white	Blue, lime, grey, pink	Style, colour, cashmere,	N/A
	HSL chairs	Older woman with young woman	Yes	The older woman is having the chair explained to her	Active	White, cream	N/A	provide true comfort, good posture, support and personal fit, occupational therapist approved	N/A
	Specsavers	Old man	Yes	Looking at the viewer	Passive	Purple, grey	N/A	Get one bargain, get a second one free	N/A
	Hiscox home insurance	N/A	N/A	N/A	N/A	Black, white, red	N/A	Wear your heart on your sleeve, our home and contents insurance provides cover for high value items as standard, don't worry Harry you'll only need one policy for that new wedding ring, experts in home insurance	Prince Harry

Appendix 9: Irish Times Magazine Coding Analysis

Irish Times Magazine 02.12.17

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts, sponsored content, shops not advertising a specific product, ads for donations										
Cover Story: A whistlestop tour of Europe's best Cristmas markets		Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
				Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
		Specsavers	N/A	N/A	N/A	N/A	Red, gree, white, yellow	N/A	Get something more useful this chistmas lik free €59 glasses with PRI of Medical Card	N/A
		Clarins Doble Serum	N/A	N/A	N/A	N/A	Gold, honey coloures, red, white	Gold, honey colours	our most powerful age control concentrate ever, 2 serums n 1, a new state of the	N/A
		Dunnes Stores christmas cake	N/A	N/A	N/A	N/A	Black, white, gold,	White, gold	Award winning Christmas cake, this cake is made using only the finest	N/A
		Redbreast whiskey	N/A	N/A	N/A	N/A	Black, green, yellow, red	Green, yellow, red	the problem with good things and small batches is that demand often pops supply, most awarded Single Pot Still Irish	Redbreat drinkers are tight lipped when it comes to spreading the word
		Sky cinema	N/A	N/A	N/A	N/A	White, blue, red	N/A	A brand new preiere every day	N/A
		O'Briens	N/A	N/A	N/A	N/A	Red, gold, white, black	N/A	Fine wine sale, huge savings on over 50 exceptional wnes	N/A
		SuperValu food academy hamper	N/A	N/A	N/A	N/A	Red, white, cream	N/A	Our beautifully presented Food Academy gift hampers are the ultimate foodie indulgence, brimming with the best of local produce, they perfect gift this christmas	N/A

Irish Times Magazine 30.12.17

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts, sponsored content, shops not advertising a specific product, ads for donations										
Cover Story: Photos of the year		Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
				Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
This issue had few ads because of the cover story; there were a lot of photos and not a lot of full page ads										
		Irish Ferries	N/A	N/A	N/A	N/A	Blue, green, white	N/A	Your new way to France from Dublin, going to France has never been easier, sail direct from Dublin to France on our brand new ship, the largest ever ship to sail the Irish Sea	N/A
		Dunnes Stores Irish Breakfast	N/A	N/A	N/A	N/A	Black, gold, pink, brown	N/A	Selected Simply Better Irish Pork Sausages, Irish Rashers and Irish Pudding Roulade	N/A

Irish Times Magazine 06.01.18

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts, sponsored content, shops not advertising a specific product, ads for donations										
Cover Story: 50 people to watch in 2018		Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
				Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
		Irish Ferries	N/A	N/A	N/A	N/A	Blue, green, white	N/A	Your new way to France from Dublin, going to france has never been easier, sail direct from Dublin to France on our brand new ship, the largest ever ship to sail the Irish Sea	N/A
		Sky Fibre	Frankenstein's monster	N/A	Looking at the viewer	Passive	White, green, orange, pink, red, purple	N/A	Switch for frighteningly good value, totally unlimited, superfast, switching is horror free,	N/A

Irish Times Magazine 02.03.18

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts, sponsored content, shops not advertising a specific product, ads for donations										
Cover Story: Louis Walsh interview		Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
				Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
		Dry and Fly blow dry bar Gold Fever hair extensions	Three young women	N/A	Looking at the camera	Passive, flawlessness	White, golden, light pink	N/A	Gold Fever extensions applied by our certified stylists, introducing ry and Fly Gold Member subscription	N/A
		Peugeot 3008 SUV	N/A	N/A	N/A	N/A	Orange, dark grey, white	N/A	Irish car of the year 2018	N/A
		Volkswagen Tiguan Allspace	Man, woman, boy	Yes	Running (boy), locking car (man), looking at child (woman)	Active (boy and man), passive (woman), traditional gender roles	Grey, blue, green, brown	N/A	Available with seven seat and endless adventure, make an impression time after time with the whole family in tow	Whole family
		No7 Restore and Renew face nd neck	N/A	N/A	N/A	N/A	Black, pink, white	Pink, silver, white, black	Use together or our best age defying face and neck results, results powered by the latest technology from our clinically proven serum	N/A
		Just Eat	N/A	N/A	N/A	N/A	Red, white, blue, yellow	N/A	Your dish is our command	N/A
		Moneycorp Irish Times international money transfer service	Older woman	N/A	Looking at her phone while drinking a coffee	Active	Blue, black, orange, white	N/A	We help your aspirations become a reality by helping to remove the stresses associated with international payments, letting you develop a plan that works in the long term	N/A
		Sky Fibre	Frankenstein's monster	N/A	Looking at the viewer	Passive	White, green, orange, pink, red, purple	N/A	Switch for frighteningly good value, totally unlimited, superfast, switching is horror free,	N/A

Irish Times Magazine 17.03.18

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts, sponsored content, shops not advertising a specific product, ads for donations										
Cover Story: The story behind the success of Paddy and Liam Doran		Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
				Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
		Skoda Approved Used Car	N/A	N/A	N/A	N/A	Natural wood colour, white, green	N/A	Whatever you gamble on make sure it isn't a used car, a Skoda Approved Used Car goes through a 110 point check so it's zero risk	N/A
		Dunnes Stores St Patrick's Day Irish Breakfast	N/A	N/A	N/A	N/A	Black, gold, pink, brown	N/A	Any 2 for €5	N/A
		Wella professional hair colour	Four young women	Yes	Looking at the viewer (1), ignoring the viewer (3)	Passive	White, gold, red	Black, gold	Our purest colour ever, pure balanced colour results with natural depth and shine, significantly less hair damage	N/A
		Tesco	Several Tesco employees, varying ages and gender (12 in total)	N/A	Looking at the viewer	Passive (5), active (7)	White, blue, red	N/A	No time for waste, we donate surplus food from Tesco stores to nearly 300 good causes across Ireland each week	N/A

Irish Times Magazine 31.03.18

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts, sponsored content, shops not advertising a specific product, ads for donations										
Cover Story: The Irish food issue: Dylan McGrath interview		Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
				Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
		Irish Ferries	woman, man, girl and boy (seemingly a family)	N/A	Boy is on man's back, girl is on woman's back	Active	Blue, green, white	N/A	Follow the sun to France next summer, daily sailings summer 2018, unlimited luggage, convenient arrival	N/A
		Dunnes Stores the easter collection Simply Better Handmade White chocolate and Irish raspberry layer cake	N/A	N/A	N/A	N/A	Black, white, gold	White, red	this cake combines layers of moist Irish all butter sponge with a rich Belgian white chocolate ganache and our simply better Irish Raspberry preserve, hand decorated by expert bakers, creating an eating experience that is	N/A
		Nespresso Vertuo	Young woman	Yes	Climbing up a ladder and reaching for a coffed cup	Active, flawlessness	White, cream, green, black	N/A	Coffee redefined, reverso is the delicious new milk and coffee you can prepare with the new vertuo system	N/A
		Wella professional hair colour	Four young women	Yes	Looking at the viewer (1), ignoring the viewer (3)	Passive	White, gold, red	Black, gold	Our purest colour ever, pure balanced colour results with natural depth and shine, significantly less hair damage	N/A
		Skoda Approved Used Car	N/A	N/A	N/A	N/A	Natural wood colour, white, green	N/A	Whatever you gamble on make sure it isn't a used car, a Skoda Approved Used Car goes through a 110 point check so it's	N/A
		NorDan windows	Young woman	Yes	Laughing and looking at the viewer	Passive	Yellow, grey, black	N/A	Irish weather is a breeze to NorDan windows and doors, High performance windows, simply technically superior, 30 year warranty and 60 year minimum expected service life, nobody else has a proven track record over 90 years in Arctic and Hurricane conditions, nobody can like NorDan	N/A

Irish Times Magazine 05.05.18

Collating ads full page magazine ads with a physical product or a service, ignoring experiences, tv shows, holidays, free gifts, sponsored content, shops not advertising a specific product, ads for donations										
Cover Story: On the hunt for magic. What happens when a Michelin starred restaurant closes for three weeks		Product	Who is in the ad	If there are people in ad (real or drawings)			Dominant colour of ad	If the product features: dominant colour of product	Top 5 phrases used:	
				Is product featured?	What are people doing?	Which of Kilbourne's modified categories do they fit?			To describe product	To describe person using product
		Vhi healthcare	Young woman, older man (cartoon)	N/A	Looking at a strand of DNA	Active (man), passive (woman)	Purple, green, natural wood colours	N/A	We now cover genetic testing for certain hereditary cancers, we believe knowledge is power	N/A
		Supervalu cod taco recipe	N/A	N/A	N/A	N/A	Dark grey, red, green, yellow	Green, yellow, white	it's now even easier to get two portions of fish into your weekly cooking, see supervalu.ie for more delicious recipes	N/A